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College of Business Administration

VOL. CXXI, No. 1

NEW YORK, OCTOBER 5, 1922

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B. A. I. S. 1915 with
N. W. Ayer & Son

The Reborn Romance of Candles

SOMETIMES Art and Invention fail to satisfy Fashion's ceaseless demand for "something new." Then, frequently, she betakes herself to the attic of the past, dusts off some heirloom rich in tradition, adds a touch of to-day—and, lo! the whole world takes a re-awakened interest in it.

Just now it's candles. Home-makers have re-discovered the beauties of candles and candle-light. Better materials, improved candle-making and modern facilities for unique lighting and decorative effects have greatly heightened their charm.

Our client, The Atlantic Refining Company, of Philadelphia, Pa., saw and seized the opportunity to swell the wave of candle popularity and to ride as leaders upon its crest. They make fine candles; we are giving them advertising in keeping with the dual objective—advertising that in illustrative beauty and copy urge not only makes one want to use candles in every room, but to consider it an advantage, when buying, to ask definitely for ATLANTIC Candles.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO

VISION · AND SUPERVISION

An advertising
organization
with vision, for
originality; and
supervision, for
thoroughness

FEDERAL
Advertising Agency, Inc.
6 East 39th St., New York



"Put it up to Men who Know Your Market"

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXI

NEW YORK, OCTOBER 5, 1922

No. 1

Fashion Versus Advertising

How the Fickle Dame Scraps Successful Businesses and Gives No Clue How She Herself May Be Controlled

By Earnest Elmo Calkins

WHEN I was acquiring conditions in Prof. Hurd's classes in physics at Knox College thirty years ago we had a conundrum never successfully answered. It was this:

When an irresistible force meets an immovable body, what happens?

Many manufacturers, making articles of wearing apparel, have had occasion in recent years to paraphrase that question and wonder ruefully whether the mighty force of advertising is helpless when opposing the whims of fashion.

It is not a new problem, but the rapidly changing conditions of the years since the war have brought it home to more manufacturers more often than when things evolved more slowly and possibly more logically.

Still I do recall that twenty-five years ago the agency for which I then worked had as one of its principal accounts the S. H. & M. Skirt Binding, which was spending what was for that time a large appropriation in advertising. One need give but a glance at present styles to know that a skirt binding has about as much chance today as the proverbial icicle in the proverbial Gehenna. The Waterloo of skirt bindings came long ago, of course. Many years before skirts reached their present high altitudes they were too short to need protection, and a business that seemed stable and permanent faded away in a night, as it were. Just what Stewart, Howe & May did under

the circumstances I have forgotten, but I do recall that they stopped advertising skirt binding, and even then I wondered if advertising had any redress against the ruthless U-boat tactics of that strange and powerful force which has exercised so great an influence over human destiny since the beginning of civilization.

When skirts were growing shorter, and fashion also insisted on as little material as possible in the upper part of the dress, there was some consternation among the manufacturers of dress fabrics. But the change came at a time when stocks were exhausted, and the blow was mercifully softened until spindles and looms could increase the world's visible supply of textiles. And the scanty dresses brought benefit to some. The shoemakers and hosiers rejoiced at the prominence given to these essentials of women's wear, and brought out still more fetching styles at higher and higher prices, and profited accordingly.

But one man's food was another man's poison. Soon the corset makers and underwear manufacturers were running around in circles as their sales went down before woman's unswerving allegiance to fashion, and discussions were held with advertising agents as to whether any form of advertising could restore these articles to the orthodox wardrobe. Next women bobbed their hair and fashion instead of putting crimps in the blonde, Brunette and hennaed locks of her devotees, put a

few in the manufacturers of hairpins, and the hairpin folks anxiously consulted the advertising philosophers and asked if there was no remedy.

Here is a fresh and particularly vexing problem for advertising. Here is a force, with power of life and death over certain lines of business, a force that cannot be controlled or reached or influenced by the advertising that has built up those businesses, and made their names and trade-marks valuable assets, and which has been applied to all their other problems with success. The manufacturer has learned to depend upon advertising. He has turned to it in all the stress of competition. He has believed that if he made a good product and taught the women of the country to appreciate it, ask for it by name, look for its trade-mark, his business was secure, anchored in the good-will created by advertising. Suddenly millions of young women, obeying a strange, mysterious something that spreads from mind to mind very much after the manner of advertising, but which is superior to advertising—which undoes the work of years in building good-will, dealer co-operation, consumer acceptance—cast aside corsets and hose supporters, discard nearly all underwear, knit fabrics and the filmy, lacy things known as lingerie, abbreviate their skirts and their hair, and in a short time curtail sales of articles of wearing apparel and adornment to such an extent that manufacturers turn anew to advertising to stem the tide.

FASHION HAS USUALLY BEEN WINNER

The past few years have shown what fashion can do when she really gets busy. Hitherto the changes have come more slowly. It has been possible to anticipate, to adjust. Corsets have changed styles many times in the last decade, and advertising has anticipated and promoted each new style. The thing that was not foreseen was that they could disappear altogether. And if corsets, what not?

There are signs that point to changes even more revolutionary. As far as women's clothes are concerned anything may happen. Already it is not startling to see a girl walk down Fifth Avenue in breeches. Men's clothiers are making and advertising garments for women. It is time that advertising and fashion got together and perfected some sort of working agreement.

Advertising men describe their product as business insurance, but no advertising man will write a policy against the risk of fashion. As yet there seems to be no influence strong enough to prevent a woman abandoning an article of dress, however sensible, comfortable or desirable, however much it has been sold to her by continuous advertising, however much an army of workers depends for a living on its production, if fashion says the word.

A struggle is going on before our eyes, one of the most interesting in the whole history of this remarkable force. Fashion has decreed that skirts shall be longer. Already the more docile of her followers are appearing on the streets with lengthened draperies. But there is a new element present this time which may have a marked effect on the outcome. Since the last great basic change in the style woman has obtained a new freedom. The war has opened to her wider opportunities. The vote has given her a position in the body politic similar to that of men. All changes in fashion of recent years have been toward greater freedom, less clothes, less hair, less to put off and on, less to take care of, an untrammelled life, more independence of thought. Now fashion says, Back! Will this new woman, who has enjoyed the new freedom of fewer clothes and less of them, go back to the slavery and discomfort of earlier days? Can we imagine dresses that sweep the streets again? The present styles have everything to commend them, attractiveness, common sense, sanitation, ease, comfort. The struggle is on. What will women do?



The advertising for Nujol Laboratories is prepared by
this agency

THE H. K. McCANN COMPANY

Advertising

NEW YORK CLEVELAND SAN FRANCISCO TORONTO



American women are the largest body in the world interested in fashion. Even in France the fashions are confined to a limited few, to the upper classes. In all European countries the dress of a great mass of people changes but little from generation to generation. The peasants have their characteristic national costumes adapted to their life and work, and in many cases far more attractive than the most inspired creations of the great coutouriers. True, this custom, and these costumes, are losing ground today, and the fact is to be deplored. But these great bodies of people are still outside the realm of fashion as we understand it, and so for the present at least fashion means what the American woman wears, no matter who designs it.

MEN'S COMMON-SENSE VICTORIES

With the men the case is quite different, and it may very well be that their attitude toward this vital question may be the clue to solving that of the future course of women. Men's fashions used to originate in London, just as women's do in Paris. England is a man's country, as France is a woman's. Absurd and illogical as it may seem, the current dress for men was what the Englishman, with his different climate, his utterly different social system, chose to wear.

The height of the season in London is June, a month when Americans begin to wear a belt and discard the waistcoat. At that time the correctly dressed Englishman is wearing a top hat and a morning coat. Also, this and other styles are for a class that has daytime to wear them in, a class that does not work, a class that has no parallel on this side. So English day dress became the American's Sunday suit, available also for funerals and weddings.

And so on through the entire wardrobe. While the American adopted these styles, and adopted them to his way of life as far as possible, he has been steadily struggling to get rid of them. Living in a country that is hot in

summer, and overheated in winter, his tendency was constantly toward comfort. The silk hat, for instance, is becoming extinct. There is a convention that the high hat and the long-tailed coat are inseparable. Whether the hat killed the coat or the coat killed the hat, long tails for either day or evening dress are disappearing, and the high hat with them. And it looks as if the hard-boiled hat, the derby, would follow. The dinner jacket has slowly crept up into the very best society, and it is now tolerated, if not recognized, for nearly all social occasions. The American did not mind the dinner jacket. It was not greatly different from the coat he wore every day.

There is precedent for such adaptations even among Englishmen. The Englishman, while adhering to the strict rules for dress in his own country, was very quick to adapt himself to new climatic and social conditions. In India and South Africa he evolved white duck and khaki suits and pith helmets that were comfortable and smart, showing that given the conditions he would do just what the American is doing, adapt his dress and his styles to the place and climate and occupations.

Emboldened by his success the American began to experiment with his linen. The soft shirt with French cuff has had an enormous popularity. Variations of it, amounting sometimes to an entirely unstarched shirt, are worn even with the dinner jacket. George Bernard Shaw railed against starch. He said he could not understand why we washed a shirt, and then filled it with dirt again, which was none the less dirt because it was white.

For several years the soft collar has been becoming more and more popular. It was untidy, and the various devices for keeping it up such as inserted shapes of celluloid did not seem to perform their function. Nevertheless it kept on growing, working its way from the country club and outing negligee to business wear, testifying to the American man's purpose of wear-

(Continued on page 153)

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Clean Advertising Appeals to the Housewife

All advertising in the columns
of

NEEDLECRAFT MAGAZINE

is guaranteed by the publishers. No
objectionable advertising is accepted
and therefore the copy appearing
makes good. This is why November
issue also shows an increase.

"One Woman Tells Another"



Member A. B. C.

How Changing an Appeal Boosted Our Sales

A Broader Market Found for Skimit, after Trial Had Been Made of a Closely Confined Outlet

By M. B. Olinger

Secretary-Treasurer, Skimit Manufacturing Co., Oskaloosa, Iowa

WE manufacture a device which was invented to meet a dietetic need. It fulfilled this requirement to the letter. And without any real sales push behind it, it sold from the beginning in small volume to users who purchased it for this technical purpose.

When we began manufacturing the device on a commercial scale, and consequently turned to advertising to help us sell it, we naturally went at it with the idea of selling it on the dietetic appeal. What we have learned in the comparatively short time since then is, I think, of potential interest to many other people who have specialties to market. For, frankly, we found we were barking up the wrong tree.

If we understand the situation, much of this sort of thing has happened before; it is doubtless true, also, that right now many manufacturers are making a failure, or an indifferent success, of their selling because they have not gotten far enough away from their products to get a right perspective on its major uses. It is so easy to keep on trying to sell from the inside viewpoint, meanwhile overlooking what to the consumer is the product's most important utility!

Our product, Skimit, is a siphon device for drawing off from the top of the bottle of milk the cream which has risen there. It was invented by Dr. J. H. Cournyer several years ago to meet the needs of a particularly ticklish case of baby dietetics. He wanted to separate the cream from the milk, and he did not want to centrifuge it. So Dr. Cournyer worked out the first Skimit by making it of glass. Then, because

because occasionally he found use for the device in his practise, he continued to make a few of them in odd hours.

The little jigger caught the attention and interest of the people who found out about it. While the doctor continued to practise medicine here in Oskaloosa, Iowa, he found he was getting outside inquiries and orders for Skimits. He had to have some made up, and so he had dies and jigs made. Then he got 500 Skimits made up so that he might have a little of his spare time to devote to something besides satisfying the wants of people he had never heard of, but who nevertheless heard of him, and sent him orders. Someone in England somehow procured a Skimit, five years or so ago, and became a booster. Doctor Cournyer sent several dozen to England as a direct result. An Oskaloosa woman went to visit relatives in New Jersey and took along her new Skimit to show them. She sent an order for two dozen for the New Jersey people who had seen it and liked it.

PRELIMINARY SALES LED MANUFACTURER ON WRONG TRACK

So there was, apparently, a real value and real selling strength in this little device, since it sold so well without any selling effort having to be exerted by the "manufacturer." In all, over a period of about three years, about 800 Skimits got themselves manufactured and sold without an ounce of effort being spent by Dr. Cournyer, other than in showing his friends the little invention of which he was naturally proud.

It was natural enough, then, to assume that the device filled a rather general dietetic need. To be sure, here at home it was being

Because of its lively
progressiveness, the
Standard Union is
often regarded as a
comparative new-
comer in the Brook-
lyn field.

This newspaper was
founded in 1863.

Although 59 years old, it
has the largest circulation
in Brooklyn, with no trace
of hardening of the arteries.

R. P. Neulsman

used for its convenience in many households. But the fact remained that it had been invented as a scientific tool for use in baby diet cases. Hence, in the minds of the people closest to it, the Skimit was thought of in just that way.

So when, last November, Dr. Courmyer, S. W. White and I got

and spontaneous stream of orders which had been coming to Dr. Courmyer for several years.

Then we began to scratch beneath the surface for the facts which would enable us to sell our product in quantity. We found our facts in the supplementary use of the Skimit as a household convenience and economy. Folks here in Oskaloosa had been using it that way for a long while, and we had known it. But we had been so close to our product, so intent on its value for the purpose it had been devised for, that we had overlooked the selling possibilities of the household field. We had even advertised the Skimit in one of the largest women's magazines, mind you, addressing our copy to mothers with young babies.

And so it dawned on us that we had been unable to see the woods because of the trees. We had been trying to sell a small market with a selective appeal, when the big possibilities were in selling the broad household market with a general appeal. And experience quickly showed us what we now realize, that the person who is most interested in such a device is the woman whose interest is in housework. She has to buy milk and cream; she pays the bill. And since we can show her how to save the expense of buying cream by using a Skimit to draw the pure unmixed cream off the top of her bottles of milk, she can be reached in the women's journals and sold. So far we have been able to get from that source and that appeal a profitable volume of business at reasonable selling expense, though the volume of orders is not yet large enough to sell all the Skimits we can make. But it is worth keeping in mind that our advertising has been on a profitable basis ever since we quit talking about baby's diet and that sort of thing, and turned to the household economy appeal.

We have learned, also, that we can sell our product profitably as a money-saver through demonstrators, if the demonstrators are good enough. For instance, Mrs.

Cut Your Cream Cost

Your quart bottle of milk contains about a half pint of purest cream. Remove it with SKIMIT—save the cost of bottled cream—enjoy the daily luxury of thick, rich cream.

SKIMIT gets all this cream quickly without disturbing the milk. NO PUMPING. Lower in the bottle, lift plunger once and a siphon action causes a continuous cream flow to the pitcher.

All metal, indestructible, self-cleaning. Earns its cost quickly. \$1 postpaid.

AGENTS wanted in all territories. Generous commissions.

DEALERS—write for special proposition.

SKIMIT MFG. CO.
315 High Ave. Oskaloosa, Iowa



Skimit

KITCHEN CREAM SEPARATOR

ADVERTISING TO THE HOUSEKEEPER, WHICH SUCCEEDED THE APPEAL TO DIETITIANS

after the manufacture and sale of Skimits in earnest, we started out to sell and advertise it for dietetic purposes. Our copy pointed to the indisputable value of the device as a means of regulating with scientific exactness and without centrifuging the fat content of milk mixtures for babies.

We were prepared for a flood of orders. But the flood failed to materialize. Some orders came in, to be sure—but not enough so that we could see any great commercial success ahead. And the phenomenon was disturbing; for here we were, getting our message to doctors and nurses—the very people who would be in touch with and eager for assistance in treating these ticklish cases of infant diet. Yet the returns were in no wise commensurate with the demand which we had quite legitimately (so it seemed) estimated must exist, in view of the steady

Food

is a *Big Item* in the homes of

The Youth's Companion

Large families demand the largest expenditure for food. In families with children the careful selection of foods as well as large buying is essential.

For that reason The Youth's Companion is being used in a large way by the manufacturers of food products.



THE YOUTH'S COMPANION

For All the Family

Boston, Massachusetts

New York Office:
1701 Flatiron Building

Chicago Office:
122 So. Michigan Blvd.

Cournyer tried out the proposition for two days at the Iowa State Fair and sold from the little booth 359 Skimits. But when a less competent demonstrator took over the job, business fell off to total sales of one Skimit in three days.

We are now placing demonstrators in some of the large department stores, trying out there the demonstration method. It is too early in the experiment to make up our minds exactly how well it pays. But we know that it does pay.

In times of lower sales resistance we should probably be having considerably less trouble in getting dealer distribution through hardware stores. As it is, we have managed to get quite a few dealers by our advertising—for in a supplementary way we are advertising for dealers in our household copy. And we are doing what we can to help them sell. Most of those who have stocked Skimits are selling them reasonably fast, and taking a fair profit on them. So we are looking forward to a bigger outlet there as soon as we find sales resistance decreasing somewhat.

We have a counter display which is highly effective. This box is packed to contain a dozen, so that one Skimit can be shown assembled outside of its container, while the rest of the dozen are at hand in their attractive boxes to catch the customer's eye. Alongside the display we encourage the dealer to keep a small pile of booklets describing the device. The customer reads the booklet, and is apt to be sold then and there.

We used to enclose inside the package another booklet much like this one. But we learned a lesson about that which we feel might not come amiss for other manufacturers. That is, that it does not pay to give the customer a selling talk along with the directions for use. The customer does not want to devote any more time to reading about your product than is absolutely necessary. And if you give her a lot to read, she will simply pass up the job of reading the directions. Whereupon you begin getting complaints

from customers who have not followed the directions you concealed in a nest of selling talk. We cut down our direction sheet from a four-page to a two-page leaflet. And our previous loss of friends has ceased.

Our one other source of sales has been the agent who sells from house to house. These agents we have developed entirely through the women's magazine advertising in our mail-order copy. We have simply included a line "Agents Wanted" and we have developed a list which has taken a big proportion of our production.

Of the approximately 15,000 Skimits we have sold, about 50 per cent have gone out by mail to individual customers who ordered from our mail-order copy. About 35 per cent have been distributed through these agents, most of them women who devote part time only to our work. The remaining 15 per cent have gone out almost entirely through dealers. Our demonstration work has just started, and we cannot credit it with 1 per cent so far.

As a business, we are to all intents just getting started. We have no illusion that we have learned all there is to know about marketing our product. But we feel that the chief lesson we have learned is a big lesson—big enough so that we are indeed glad that we have learned it already. And that lesson, which may perhaps set some other business men to thinking along equally profitable lines for their own concerns, is this: It pays to dig down below the surface for your strongest sales appeal, and not simply to go ahead bull-headedly using your preconceived arguments.

Will Join New York "Tribune"

George J. Auer, of the New York *American*, will join the advertising staff of the New York *Tribune* on December 1.

American Can Co. Appoints F. J. Ross Co.

The American Can Company has appointed the F. J. Ross Co., Inc., New York, as advertising counsel.

Are Advertising Men Years Behind the Salesmanagers?

It's not a cheerful thought, but far too real in some cases to be ignored.

Modern salesmanagers strive for broad and even distribution, excepting, of course, a few highly specialized lines. They never rest until every corner of their market has been reached.

Contrast this sound policy with the old moss-covered idea of "one-paper" lists **WHEN USED YEAR AFTER YEAR WITHOUT CHANGE.**

It is only fair to the advertising profession, however, to state that the "one-paper" theory is now confined to a comparatively few "stand-patters." The great majority of advertising men are every bit as progressive and painstaking as their comrades-in-arms in the sales department, having long since turned their backs on the "easy way out," as ironclad one-paper lists have been called.

But what use is it for a sales department to strain every nerve to procure and hold a high percentage of distribution if the advertising department calmly ignores the other equally productive fifty per cent of the consumer market year after year?

Take Buffalo for Instance

Buffalo is absolutely a TWO-PAPER CITY. The TIMES covers over one-half of Buffalo and surrounding territory. This is equivalent to a city of 300,000 population. What salesmanager would think of letting a market of this magnitude remain unworked year after year? If he did, how long would he hold his job?

The stand-pat advertising man may hide behind the plea of insufficient appropriation, but live advertisers are now alternating their copy in the two big papers if the yearly appropriation does not permit taking both for each campaign. How long would this "insufficient appropriation" excuse stand for a salesmanager? Salesmen cost money just as space does. Would not the salesman soon receive instructions to alternate trips, if necessary, until such a time as more men were available?

Pages in other newspapers will not reach readers of the Buffalo TIMES any more than salesmen can cover territories they do not go to.

Local merchants, having the advantage of being right on the ground, have known this for years and act accordingly.

They find the Buffalo TIMES is vitally necessary to them and use it always. It is equally necessary to the national advertiser.

THE BUFFALO TIMES, Inc.

NORMAN E. MACK, President and Editor

National Representative

VERREE & CONKLIN, INC.

New York

Chicago

Detroit

San Francisco



CHARLES W. WOOD

Mr. Wood is a reporter whose business it is to know men and how they think. Once he was an ardent prohibitionist; but now he is a "wet." In Collier's for October 7th he contributes a new wet argument to the literature of prohibition.

No one knows everything to be known about any one subject. Collier's has long fought against booze, but if anyone can tell us why prohibition is wrong we intend to listen. The most serviceable journalism sheds light from all sides.

So, in this week's issue is printed Charles W. Wood's article, "A Dry Who Slipped in the Wet."

In more than a million homes Collier's readers every week find America's problems interpreted in terms of their own lives. Collier's shows them what to think about rather than how to think.

Collier's

THE NATIONAL WEEKLY

The Crowell Publishing Company
381 Fourth Avenue, New York, N. Y.



RADIO has surely captured Baltimore.

Three powerful, local broadcasting stations are now in operation. W-E-A-R, owned and operated by the NEWS and AMERICAN, is also headquarters of the W-E-A-R Radio Club—an educational, inspirational organization.

Naturally, W-E-A-R is in the limelight. The W-E-A-R Radio Club shows a membership of 1,250, and is rapidly increasing—for Baltimore is also "listening in." N-O-F, the U. S. Naval Station at Anacostia, is within range of a crystal set. New aerials shoot up overnight in every section of the city. Surely, Baltimore is hard hit by this national epidemic.

And with Radio pages that amateurs and newly-interested "fans" find to be the best in this section of the country, the NEWS and AMERICAN are doing everything they can to spread the malady!

Manufacturers of and dealers in Radio Sets and Parts will do wonderfully effective "broadcasting" to Baltimore fans through these Radio pages during the big months that are just ahead.

Are you planning to let these Baltimore fans get your message, too?

The NEWS and AMERICAN reach practically every buying home in and near Baltimore every day. Combined rates for 1,000 lines or more, 30 cents daily, Sunday, 35 cents; Sunday American Rotogravure, 35 cents per line flat.

THE BALTIMORE NEWS

Evening, Daily And Sunday

The Baltimore American

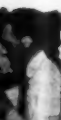
Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Have a word
Advertising Manager

J. E. LUTZ
Western Representative
Tower Bldg.
Chicago



Getting Back the Lost Account

The Reason Why It Was Lost Must First Be Discovered and Then Individual Attention and Treatment Will Most Likely Get It Back

By Frank L. Scott

PROBABLY there are a thousand and one different ways to judge a salesman. The other day I ran across what was to me a brand new one. In talking with a sales manager, the conversation swung round to the rating of salesmen.

Like many other houses, this sales manager's rates on a number of points—new accounts, exclusive accounts, carload buyers, etc. But up at the very top is the item "Lost Accounts Regained." The sales manager explained.

"While we do not lose more accounts than the average house on our line," he said, "we consider it a greater feat of salesmanship to regain a lost account than to secure a new one. If you stop to think a moment, you'll see that there are usually three main reasons why a dealer drops a line. He may be honestly convinced that some other goods are better. Or he may be dropped by the manufacturer because of poor credit or actual inability to pay his bills. Or he may quit because of purely personal reasons. Now all of these situations make it difficult for the salesman to resell him. It isn't merely a case of a fresh start—it's a fresh start often with a sour, disagreeable background. So we always pat a salesman on the back when he brings one of the lost sheep back into the fold. Since we moved that item up to the top, the men have really done some fine work in bringing back a lot of our old-time customers who had strayed from the fold."

First of all, there's always one point to be kept in mind in getting back the one-time customer. The dealer who takes back the line he once handled often turns into the warmest kind of a booster. An old friend of mine who has given some red-hot tips on selling once talked about this kind of a pro-

spective customer. As near as I remember, he said something like this: "Very often an account needs a lover's quarrel to get it going briskly again. Some of the best customers I have are ones with whom I had a fight at one time. If the salesman and his house are in the right and the dealer has a fairly reasonable mind, a situation like this can always be fixed up by good salesmanship. After the dealer sees he's in the wrong he wants to make amends. He orders a good stock and usually takes particular pains to push it and have his salespeople do the same."

The subject is interesting also because advertising and the advertising manager can often be used in many ways to regain lost accounts, as I shall show as we go on.

DIPLOMACY CALLED TO AID OF COLLECTORS

Bad credits comprise one reason why many accounts die. A few months ago I went around with a salesman who was calling on the garage trade. I don't know just how this field compares with others, but it runs pretty heavily to men who are starting in with limited capital and not too much judgment in managing their finances. Care must be exercised in extending credit. As a result this manufacturer finds that accounts must be suspended after a comparatively small bill has been run up and left unpaid. Before I went out with this salesman, his manager told me that he was particularly good in handling slow-pay dealers, so I was interested in watching his methods. They were simple enough. He had an easy way of referring to the unpaid bill as a natural event in the average man's life. He didn't nag. He'd talk somewhat like this, "Well, Jones, I'm hoping we can get that little bill fixed up soon so

you will be all stocked up again for the business you know you can get on our stuff. If you could send in something on account now we could fix you up all right until you can get together the balance." Then he would drop money matters entirely and paint a picture of the good demand which the product continually enjoys and the profit it offers. In short he would get the dealer's mind on profit to be made and off his present difficulty.

"As a matter of fact," he explained to me, "most dealers can scrape together the small amount they need to keep straight with us, and that's what I count upon and keep in mind. The dealer needs our stuff. It gives him better profit than he gets on most automobile supplies or accessories and I aim to keep that uppermost in his mind. If I push him too hard I'm only apt to set him hunting for substitutes, or even actually get him to feeling ill-will against us. The best way is to help him to be a better business man, show faith in him, and get him feeling expansive in the right kind of a way."

While we were going around, one earnest fellow who owed a hundred and fifty, said, "What's \$150 to a big company like yours? It seems to me that you ought to be able to carry me for a couple of months more." Street's reply may help some other salesmen. He said, "You see, we are dealing with more than 17,000 garages, supply stores and hardware stores. I suppose that ten per cent of them could find a reasonably good excuse right now for wanting credit extended. But if we did it you can see that we might easily be in pretty serious financial difficulties." Above all, Street keeps these credit discussions on a simple, natural plane, and therein lies his success in winning back customers who have been suspended because of slow pay.

The dealer who has dropped a line often comes, through his own thinking, to the point where he wants to resume business relations. Then comes the ques-

tion, How can he do it without having to swallow his pride so that it sticks like a lump in his throat? The experienced salesman realizes that he must be even more considerate of this type of buyer than of the regular prospect. When he sees the order coming, he mustn't show too much elation. If the dealer is eating humble pie, the salesman should eat it even more, or the dealer may chuck the unsavory food and get back on his high horse again. It does the salesman no harm at all to play the part of the gentle supplicant and save his glee and sense of triumph to write into his reports back to the boss.

A live shoe manufacturer has found special circulars (I told you we would get round to the advertising department) very effective in reopening dead accounts. Many shoe dealers are striving to display special models. When this manufacturer develops one which promises to sell well, his advertising manager produces a circular which is sent out to all customers, past, present, and future. The new model is pictured in a large and carefully made cut. The color is accurately reproduced. Full details are given. Mail orders are solicited. A sentence, something like this, is printed in bold display, "Many dealers who do not regularly carry our line will be glad to stock this handsome shoe. It will be featured in our magazine advertising." These circulars have been found especially helpful in getting the former customer back at least on a partial basis. With the one model entered as an opening wedge, the salesman finds it easier to get serious consideration for the rest of the line.

As the average salesman thumbs over his account cards, he can nearly always point to an ex-dealer here and there who is obsessed with the idea that the manufacturer simply can't get along without him. Dealers of this type are frequently quick to throw over a line. Their high estimate of themselves makes it difficult to get them back. Two manufac-

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turers I have talked with have a very definite plan of winning back this sort of dealer. It's what is known as the "surrounding method."

Suppose, for example, that a big store has just discontinued their goods. A careful study is made of the other dealers in the locality. The salesman is pushed to secure every possible dealer nearby. He may even be given an extra commission. Window-trim men may be sent to get up special displays in these smaller stores. An outdoor display or two may be hired near the big store. Special mailing pieces may be sent to a list of local customers made up by consulting the telephone book. It seems to work out this way: Local business is stimulated in a general way. Customers get the idea that the product is universally stocked. The big storekeeper is apt to get more definite calls for the product than ever before. As he passes his small competitors' stores he sees more window trims, and feels the push on the product. Pretty soon he begins to believe that he has passed up a good thing in letting the product go—and then the job's done.

In calling on this type of dealer, salesmen often find that the best possible tactics is to confine the talk to the growing success of the product. This has a double effect. It shows the dealer that you are managing quite nicely without him. And it suggests to his stubborn mind that the goods he gave up are growing in favor and thus he is losing sizable profits through not carrying them.

The druggists in one of the larger Ohio towns must have been surprised last spring at the amount of local newspaper advertising which appeared on a 25-cent article which most of them kept in stock. This advertising was specially written for the sole purpose of bringing back into the fold three ex-customers who happened to be located on the best corners of the town. The copy was rich in appreciation for the druggist. It played him up as one of the highest types of retailer—a re-

tailer who was also a trusted professional man. It spoke of his appreciation for advertised goods, and finally put forth the strongest possible talk for the product advertised. It was planned from start to finish to make the three former customers feel out in the dark and the cold by reason of not stocking the product.

Three weeks in advance of the appearance of this advertising, the salesman called on the "tardy three" armed with proofs of the advertising which was to appear. He made no attempts to sell goods. He was simply there to show them "a little special advertising" which his house proposed to run for the benefit of its local dealers. One of the three almost immediately showed a yearning to join up again. Another wanted to think it over—and sent in an order two days later. The third held out until almost the last minute but grudgingly came across in time to have on hand a small assortment when the advertising commenced. All of this suggests that the smart salesman likes to stand in well with the advertising manager who can often help him out surprisingly where dead customers are to be brought again to life.

To win back old loves as well as win new customers, many advertisers find it worth the money to print an occasional advertisement at the end of which are listed the names of all the local dealers. This gives the salesman a chance to come to the dealer in the light of a benefactor. Here is the dealer's chance to get his name in print! It means, contrariwise, that here is an honor list from which he surely doesn't want his name omitted! This kind of advertising often acts also as a fine preventive. Other dealers who may have been thinking of making a change often think twice when this sort of a proposition is put up to them.

Yes, and sometimes the product has gone wrong and the manufacturer has only himself to blame for the dead account cards that clutter up the back of his sales files. Assuming that the defect is

remedied, the fact is that too many salesmen are sent out with insufficient evidence of the change. The manufacturer will find it worth while to spare no expense in providing salesmen with demonstrating outfits, photographic evidence, etc. One company that has been wrestling with this problem has turned its entire sales force for the time being into a demonstrating crew. They are making one complete covering of the territory for the sole purpose of showing that the defect in the old product has been entirely eliminated. They refuse orders—those will be gone after when the first job is done. They quickly admit the corn of yesterday and turn directly to the new product. In addition to the visual demonstration which is given, these salesmen carry photographic reproductions of testimonial letters received from nationally-known users who have tried the new offering. The manufacturer has made sure of his ground this time and the dealer is equally reassured by the time he has finished going over the evidence.

Occasionally a manufacturer deliberately makes a lot of dead customers by going from general distribution to the exclusive dealer policy. Developments may show that he was wrong in doing so. Sometimes it is difficult to reopen old accounts under these circumstances. Here again is an opportunity for local advertising to "sweeten up" the situation. Advertisements with dealers' signatures are sometimes very effective, and in general the advertising will do well to play up the dealers who now handle the merchandise.

Dead accounts are occasionally due to a tendency of the dealer to think that it is a good thing to change brands from time to time. Often such a dealer can be shown the folly of making constant shifts—the confusion it creates among the customers, and even his own sales people, to be swinging frequently from brand to brand. Where the goods are known through national advertising a strong case can be made

for settling down on them and being established as headquarters for one well-known line.

Again, the dealer who wants goods specially designed for him is the man who may come almost to the point of discontinuing. Here the salesman has a chance to talk business in a broad way—pointing out that real profits depend largely upon fair prices, and that this in turn leads back to volume production of staple models. Advertising also gets its innings. National advertising must feature the nationally sold items and thus the dealer sacrifices the benefits when he shows goods varying substantially from those featured. In extreme cases, some manufacturers find it a harmless compromise to make a special label for the dealer. Suppose the product is a shoe. Regularly it carries a label, "Jones Shoes." The label is changed to "Jones Shoes—Specially made for John Smith & Co."

Personalities! Yes, I've saved what is probably the hardest situation for the end of our survey.

The sales manager quoted at the opening of this article keeps particularly close watch over the number of accounts lost by each salesman. Where they run unreasonably high, he goes over the trouble very carefully with the salesman. He may even go into the salesman's territory to talk with the dealers and see if an unfortunate personality is at the bottom of the matter. He keeps in close touch with the salesman to see if there are signs of quick temper, high-handedness, or any of the other characteristics that may offend the dealer and cause him to volunteer for the retired list. If these are discovered it is up to the salesman to go out, apologize, and reform, or else give way to a better man.

Yes, there are lots of ways to get back the lost account and the stimulating thought about the whole matter is that if the average manufacturer could get back 50 per cent of the dead ones during the next six months, he might have the best year in his history.

Selling Office Supplies in Philadelphia

Modern office appliances of all kinds are constantly needed to help busy men and women turn out more work daily in the thousands of offices in Philadelphia—third largest city in the United States.

According to the Chief Statistician of the city, there are in Philadelphia about 16,000 manufacturing plants and 50,000 business places, every one of them a waiting market for office equipment of all kinds.

Get an introduction in Philadelphia for your product by advertising in *The Bulletin*. Prepare the way for your salesmen—save their time—make their calls pay better—by an advance educational campaign among these prospects, for *The Bulletin* enters practically every office and every business place in Philadelphia.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin



The circulation of *The Bulletin* is one of the largest in America.

A.B.C. report of net paid daily average circulation for six months ending March 31, 1922—494,499 copies a day.

New York—Dan A. Carroll, 150 Nassau Street

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

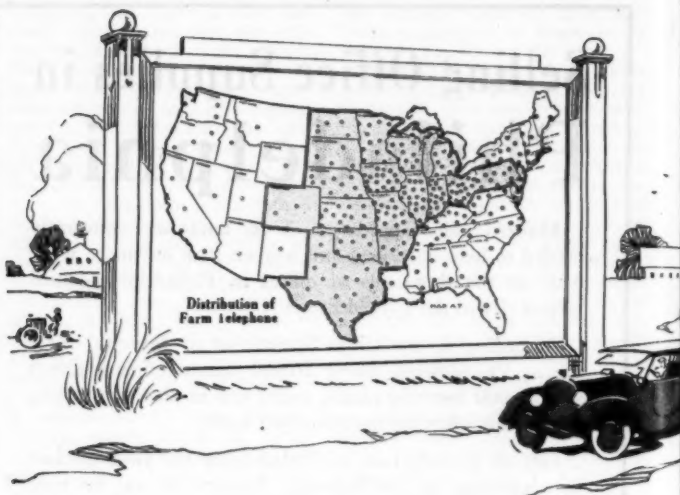
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.

London—M. Bryans, 125 Pall Mall, S. W. 1

Paris—J. J. E. Hessey, 6 rue Lamartine (9)

(Copyright, 1922—Bulletin Company)



If you should ride home from the merchandising centers of rural America with all the owners of all the farm owned automobiles, you would find that one-third of all the families you visited would be readers of one of the eight papers comprising the Capper Farm Press.

And if you were to call up all of the farm telephone owners one-third of all the farmers with whom you would talk would also be Capper Farm Press subscribers.

Apply any tests you wish. The Capper Farm Press territory stands out predominately as the first farm market. According to the 1920 census it has 65 per cent of the farms having over 100 acres. It has 71 per cent of the total farm wealth. It has 73 per cent of all farm owned telephones. And it has 71 per cent of all farm owned automobiles.



Circulation 1,556,473

Arthur Capper
PUBLISHER

TOPEKA, KANSAS

THE CAPPER

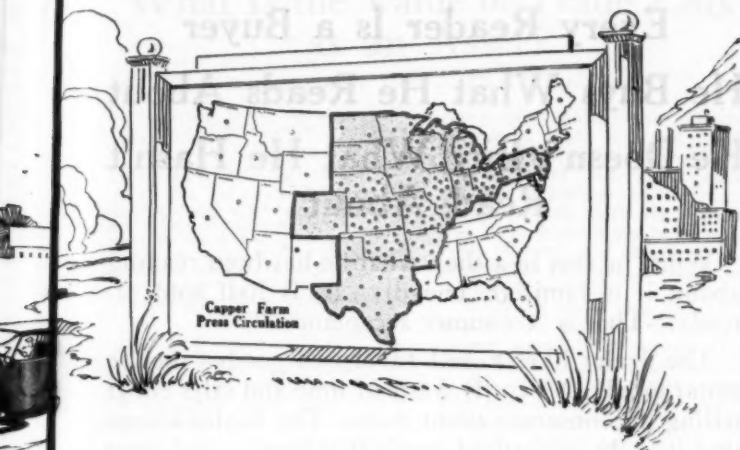
Sections - Capper's Farmer - Oklahoma Farmer
Kansas Farmer and Mail and Breeze

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In this territory there is a greater concentration of worth-while sales prospects per 100 square miles, and a greater relative concentration of high type dealers and prospects per dealer. This means that when these 18 Copper Farm Press states are prospected through the medium of advertising, they produce the largest actual sales volume at the lowest relative sales and advertising cost.

The Copper Farm Press is read in 42 out of every 100 homes in these 18 first market states. The two strongest competing national farm publications combined do not reach as many farm families in this rich market as does the Copper Farm Press.

The Copper Farm Press has 1,556,473 subscribers, and it is, without doubt, the first medium in the first farm market.

Line Rate \$8.15

M M Rate \$5.24

FARM PRESS

Marco Morrow
ASST. PUBLISHER

Nebraska Farm Journal—Missouri Ruralist
Pennsylvania Farmer—Ohio Farmer—Michigan Farmer.

Every Reader Is a Buyer He Buys What He Reads About He Doesn't Buy What He Hasn't Read About

When he sees in a shop what he has been reading about, it is familiar, friendly—he is half sold already. That is "consumer acceptance."

The dealer likes to sell advertised goods—they're easier to sell. No costly waste of time and sales effort telling the consumer about them. The dealer knows that it is the advertised goods that move—and keep moving. He is eager to buy advertised goods. That is "dealer acceptance."

With its yearly, daily-average circulation of 401,698—about 1,200,000 daily reader-buyer power,—The Chicago Daily News is the one outstanding creator of "consumer acceptance" in Chicago and its suburbs. Ninety-four per cent of its circulation is concentrated in this rich and compact radius of "sixty minutes from the loop," embracing a population of 3,500,000 persons.

The Daily News Merchandising Service is the most modern, practical and efficient in this area. Through its intimate, friendly contact with dealers, backed by known influence and power of The Daily News as an advertising medium, it establishes that "dealer acceptance" that nowadays is so essential to the initiation of successful sales campaigns.

Market, Merchandising, Medium—the "three M's" of mercantile success—you have them here, efficiently and economically under one roof.

THE CHICAGO DAILY NEWS

FIRST in Chicago

What Is the Value of Trade Lists as an Asset?

Difficult to Place a Value on Them in the Abstract

HANCOCK PAYNE ADVERTISING
ORGANIZATION
PHILADELPHIA

Editor of PRINTERS' INK:

Can you tell me how concerns of which you may know figure the value of active lists of customers in their statement of assets and liabilities? What part of the actual value of the business should be allotted to good-will, based upon the lists of such companies?

HANCOCK PAYNE ADVERTISING
ORGANIZATION,

H. DeHAAN,
Auditor.

THE value which may legitimately be placed upon a list of active customers will depend almost wholly upon circumstances, and no general rule can be laid down which may be followed in all cases. A mail-order house, for example, could readily determine the amount of annual net profits that were directly traceable to the use of such a list, and the average net profits of this character over a term of years would afford a basis for capitalizing the value of the list. On the other hand, a concern which distributes its goods through jobbers and retailers, employs a corps of specialty salesmen of its own, and stimulates consumer demand by means of national advertising, would find it practically impossible to do anything of the sort. In the first case it is obvious that if the list were destroyed, it would seriously interfere with the conduct of the business, while in the second case it might cause nothing more than temporary inconvenience which would be almost impossible to measure in dollars and cents.

We submitted the question to several of the leading banks and trust companies in New York, and the consensus of opinion seems to be as above stated—that it is practically impossible to set a value upon trade lists in the abstract, though in specific cases it is sometimes possible to arrive at a

reasonably definite figure. On the subject of trade lists and good-will generally, we have the following statement from the Credit Analysis Department of the Irving National Bank, with the proviso that it represents a purely personal point of view, and should not be regarded as an official statement of the bank's position:

"I should think that a logical way to value the active list of customers would be to estimate the gross annual business attributable to this source, over a representative period such as five years. Taking the percentage of net profit on sales over the same period and averaging this profit, it would be exceedingly easy to capitalize or value the active list on the basis of this average yield.

"In contradistinction to the value of trade lists, good-will as an asset is far more intangible. Its value is based on the reputation and standing of the concern and its management, in the business world and in its particular field, the quality and demand for its products—in short, the prestige of the concern and its product as a going concern capitalized, usually from an earning standpoint.

"Good-will from a conservative business standpoint, should not be capitalized unless in the event of a change in ownership or reorganization, but is frequently issued as a foil or offsetting asset in the instance of financing when capital stock is being issued in excess of tangible assets.

"It can be valued either by negotiation, with new interests acquiring same, or, by basing same on the earning power of the business over a period of years; can be capitalized on the percentage of excess earnings over a fair return on previously outstanding capital.

"In all events the value of the trade lists should be deducted from this good-will, so as to

avoid duplication, but outside of that, the two have no direct bearing upon or relationship to each other.

"(The above is strictly from practical experience and not theory—but the treatment of good-will is entirely dependent upon the conditions surrounding the creation thereof—and should not be placed upon the books except in instances such as described above. From a banking standpoint, it is regarded as something which should be written off as rapidly as possible if its existence is not justified by earnings.)"—[Ed. PRINTERS' INK.

E. M. Alexander, Advertising Director, New York "Evening Journal"

E. M. Alexander has resigned as advertising director of the New York *Herald* and *The Sun* to become advertising director of the New York *Evening Journal*. He will assume his new position about November 1.

Mr. Alexander will have charge of all advertising for the *Evening Journal*. F. B. Trimm will continue to act as local advertising manager, W. N. Callender as foreign advertising manager and W. G. Hobson as manager of the merchandising department.

In November, 1919, Mr. Alexander resigned the advertising managership of the New York *Tribune* to become advertising manager of *The Evening Sun*. A few months later Mr. Munsey bought the New York *Herald* and Mr. Alexander became advertising director of both the New York *Herald* and *The Sun*.

From 1910 to 1915 he was associated with the Hearst organization, first as New York State representative of *Cosmopolitan* and later as advertising manager of *Harper's Bazar*.

McJunkin Agency Has "Racine" Shirt Account

The McJunkin Advertising Company, Chicago, has secured the account of the Charles Alschuler Manufacturing Company, Racine, Wis., manufacturer of "Racine" outing and work shirts.

The Blackstone Institute, Chicago, offering law instruction by correspondence, has placed its advertising account with the McJunkin Advertising Company. General and business magazines will be used for this account.

Edward H. Pearson with Joseph Richards Agency

Edward H. Pearson, who for the last six years has been with George Batten Company, Inc., joined the Joseph Richards Company, Inc., New York, on October 1.

Art Directors Club to Hold Exhibition

The Art Directors Club, Inc., will hold its second annual exhibition in New York at the Art Centre. It will open on October 11 and will continue through the month of October. Frederic J. Suhr is chairman of the exhibition committee which comprises the following members: J. H. Chapin, Walter Whitehead, Stanford Briggs, Guy G. Clark, Harry Grant Dart, Fred Farrar, Byron J. Musser, Ray Greenleaf, James Ethridge, Richard Walsh and Heyworth Campbell. Gerald Page-Wood, Maurice Aleshire, Fred Bertsch, Maynard Dixon and Francis Todhunter are members of the Western division of the committee.

The medal of the Art Directors Club will be awarded the winning entries in the various groups exhibited. The committee of judges has not yet been announced.

New England Advertisers Appoint Boston Agency

The Derby Brown Company, Boston advertising agency, has been appointed to handle the advertising accounts of the following: the Simonds Manufacturing Company, Fitchburg, Mass., saws; The Minard Company, Framingham, Mass., Minard's Liniment, "Ol-in-Oil" polish; the Dewitt-La France Company, Cambridge, Mass., "Superite" pencils and fountain pens; the Spray Engineering Company, Boston, "Sprayco" painting equipment, and Seven-Oils, Inc., Boston, soap and medicinal preparations.

Automobile Journal Company Advances L. S. Toman

Leight S. Toman has been appointed advertising manager of *Motor Truck*, *The Accessory and Garage Journal*, *Automobile Journal* and *Tractor World*, published by the Automotive Journal Publishing Co. of Pawtucket, R. I. He was formerly manager of the New York office of the Automobile Journal Publishing Co. and before that was business manager of *The Trotter and Pacer*.

T. W. Towler with "Cosmopolitan"

T. W. Towler, recently advertising manager of Dwight P. Robinson & Co., and formerly advertising manager of Westinghouse, Church, Kerr & Co., Inc., both of New York, has joined *Cosmopolitan* as its representative in Indiana and southern Ohio territory. His headquarters will be at Chicago.

Bossert Account for Federal Agency

Louis Bossert & Sons, Inc., Brooklyn, N. Y., manufacturer of ready-cut and ready-built houses, has placed its advertising account with the Federal Advertising Agency, Inc., New York.

Hair Waver Account with Biow Agency

The Hayes-Meserole Manufacturing Company, Milford, Conn., Nell Brinkley Hair Wavers, has placed its account with The Biow Company, Inc., New York advertising agency.

L. Sirkey Leaves New York "Tribune"

Louis Sirkey, in charge of local advertising for the New York *Tribune*, has resigned to take charge of the daily local advertising department of the New York *American*.

Cincinnati Account with Procter & Collier

The Triumph Electric Company, Cincinnati, has appointed The Procter & Collier Company, advertising agency of that city, to direct its merchandising and advertising plans.

Umbrella Account with George Batten

The Follmer-Clogg Company, Lancaster, Pa., umbrella manufacturer, has placed its advertising account with George Batten Company, Inc.

Made Sales Manager of Globe Steel Tubes Company

J. W. Floto has been appointed sales manager of the Globe Steel Tubes Company, of Milwaukee, with headquarters at Chicago. He has for the last four years been district manager of this company's Detroit office and prior to that time he was with the American Steel & Wire Company and the Midvale Steel & Ordnance Company.

A New Trade-Marked Polish- ing Cloth

Dengel & McCormack, New York, plan to market a trade-marked polishing cloth under the name of "Denmac." Joseph P. McCormack informs *PRINTERS' INK* that this is the first product to be put out under this name and that his company hopes to bring out later kindred articles under the same name.

Western Newspaper Campaign to Advertise Paint

The Paraffine Paint Company, Inc., San Francisco, plans to spend \$100,000 in an advertising campaign which will feature its Pabco paints and Pabcolin, a patented linoleum. Newspapers west of Denver will be used. Emil Brisacher & Staff, San Francisco advertising agency, have this account.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Little Advertising Jokers

By Claude Schaffner

THAT most dealers have bales of unopened window trims in the basement.

That the boss's little daughter is custodienne of the copy department's goat.

That impatience to go through the plant is a sure-fire hit with the prospective client.

That "a high coefficient of attention value" has it all over "it stands out to beat the band."

That a type face that looks sticky is the most seductive for glue or molasses ads.

That the copy failed because the "golden section" got out of kilter when the forms were locked up.

That it is better to switch your account on the strength of a new "twist" than to be sure of a year's faithful service.

That a clever way for a dealer to take a fall out of the mail-order business is to go into it himself.

That the movies are chock full of good copy ideas.

That a sassy flapper at the switchboard gives the agency an exclusive atmosphere.

That the advertiser is usually too close to his business to "sense" the big selling idea.

That when the campaign succeeds the credit goes to the salesman—and to the men inside when it fails.

That you simply can't get to the really big men unless you're in knickers.

That the advertising would have shown a profit if the boss hadn't charged in the electric sign on the plant.

C. F. Abbott Leaves National Aniline Co.

Charles F. Abbott, for the last four years director of publicity and commercial research of the National Aniline & Chemical Company, Inc., New York, has resigned, effective October 1.

H. C. Hiller has been appointed advertising manager of the Norfolk, Va., Post. Mr. Hiller was recently with the Bridgeport, Conn., Star.

Candidates Should Advertise, Says Straus

NEW YORK, Sept. 27, 1922.

Editor of PRINTERS' INK:

The article entitled "Selling the Silent Voter," in a recent number of PRINTERS' INK, seems to me so noteworthy that I feel impelled to write you a line of congratulation.

There is no doubt that the growing intelligence of voters is reflected in a more intelligent method of campaigning by the candidates. Or perhaps it might also be said that a method of campaigning more informative as to the issues and the candidates than old-fashioned bonfires and torchlight processions is resulting in an electorate more capable of selecting its legislators and executives intelligently.

Surely it is more in keeping with the ideals of a free people to have candidates promoted, not by appeals to the senses and to the emotions, but instead by the intellectual appeal of the printed page; and the method of using the printed page most effectively is, in the belief of many political candidates, the use of paid advertising space in periodicals and dailies.

NATHAN STRAUS, JR.,
New York State Senate.

He Has Not Forgotten Rowell's "Forty Years"

SCOTT & SCOTT, INC.
NEW YORK, Sept. 27, 1922.

Editor of PRINTERS' INK:

The autobiography of George P. Rowell is a classic. It would be wonderful reading for the present generation in the advertising field. More than thirty years ago Mr. Rowell had already accomplished the great educational work of teaching business men the objects of an advertising agency.

Since the early days of the Rowell propaganda there has been no advertising agency that has shown business men the functions and details of an agency in such a thorough and interesting manner as this pioneer did. There were a few other agencies in those days; but they gave out no instructive information.

I believe that the sage of 10 Spruce Street (do you remember those ten spruce trees?) is as responsible and as worthy of a place of fame in the advertising industry as was Morse in telegraphy or Bell in telephony.

SCOTT & SCOTT, INC.,
H. H. SHERMAN,
Vice-President.

Directory Publishers Will Meet

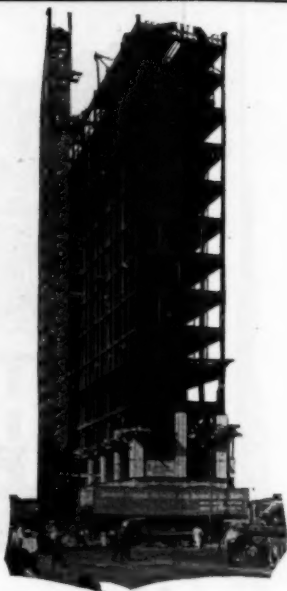
A meeting of the Associated Directory Publishers will be held at the New York Advertising Club on October 9. The meeting has been called for discussion of and action on several problems that have been confronting the association. Publishers of directories, not members of the association, have been invited to attend this meeting.

Roosevelt Building

The new Roosevelt Building rises 12 stories above the busiest street intersection in the city.

New Opportunity in Indianapolis!

For national manufacturers and retail organizations to open branches in Indianapolis—



The Roosevelt Building is nearing completion. By December 1st some of the finest retail locations in Indianapolis will be available, right in the heart of the retail district, at the busiest street intersection in the city.

This is an unequalled opportunity for national manufacturers and national retail selling organizations to open branch stores in Indianapolis.

Indianapolis is growing and prospering mightily. Retail business is good. It is getting better. These wonderful new locations are an opportunity you should not miss.

Write to The Indianapolis News for information about the present opportunity. We'll be glad to co-operate with you.

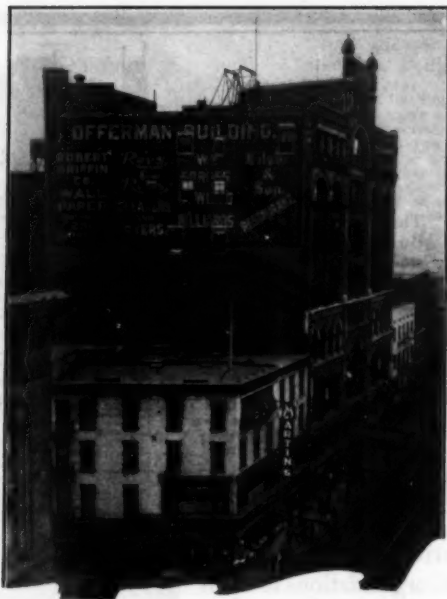
The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office
DAN A. CARROLL, 150 Nassau St.

Chicago Office
J. E. LUTZ, The Tower Bldg.

Use Newspapers on a Three Year Basis



Upset tradition and won trade

COMMERCIALLY speaking, the north side of Fulton Street, Brooklyn, was once considered dead.

Passersby preferred the south side. Some queer quirk in the walking habits of the public made north side merchants suffer from the working of the same law that gives every suburban town a good and a bad "side of the tracks."

In the panic year of 1907, Martin's came along, located where four other firms had failed, opened a small shop, with only nine salespeople, and the first day's receipts totaled \$157.

But Martin's prospered because they realized that a store is supported, not by casual shoppers, but by people brought to the store through advertising. Newspaper

advertising to all the women of Brooklyn laid the "north side hoodoo."

Martin's has always used the NEW YORK EVENING JOURNAL, because its circulation in Brooklyn is larger than all the Brooklyn papers combined. The first year they used 4,500 lines. In 1921, they used more than 140,000 lines in the NEW YORK EVENING JOURNAL.

Martin's now has taken the six-story Offerman Building comprising practically all of the north side of Fulton Street block. The business that took in \$157 its first day now measures yearly sales volume by millions, while two branch establishments accommodate customers in others desirable locations in Brooklyn.



EXECUTIVE OFFICE
FULTON & BRIDGE STREETS

Sept. 14, 1922.

Publisher of New York Evening Journal,
New York City,
New York.

Dear Sir:

One of the largest Real Estate deals recently put through in Brooklyn, was the purchase by Martin's of the Offerman Building on Fulton, Duffield and Bridge Streets, adjoining Martin's Fulton Street store.

In 1907 Martin's established their business at the corner of Fulton and Bridge Streets in a store containing about 15,000 square feet.

The growth of the business necessitated additional room and two buildings on Bridge Street were added to the original site.

Still the business increased to such an extent that the immense Offerman Building with 350,000 square feet was purchased with a view to further increase the floor space of Martin's.

(Without hesitation and in all fairness, we give to the wonderful drawing power of the New York Evening Journal, a large amount of credit for the tremendous success Martin's has attained in Brooklyn.)

From a small user of space, we have gradually increased until now, the Evening Journal carries our full copy running into many many thousands of lines a year.

Most sincerely yours,

MARTIN'S

The NEW YORK EVENING JOURNAL publishes more Women's Wear and more Department Store Advertising than any other New York paper.

THE NEW YORK EVENING JOURNAL

Largest Daily Circulation in America—
And at 3c a Copy

Try It Out in Representative Milwaukee

Send for this Analysis

The Journal's Merchandising Service Bureau now is in a position to send you a *different kind* of market analysis. It has been made after questioning thousands of Milwaukee housewives and representative dealers.

One of the many interesting things this analysis makes clear is the difference between *store distribution* and *consumer distribution* in the Milwaukee Market.

Every manufacturer or advertiser doing business in this territory should send for this valuable data. It will point the way toward increased distribution, both store and consumer. It will show you how to open up the way for more sales-increased turnover.

Request this new market analysis today on your letterhead. It will place you under no obligation.

The Milwaukee Journal

FIRST—by Merit

"As Milwaukee Buys—The Nation Buys!"

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How "Pioneer Advertising" Has Paid Us

Way Sagless Spring Company Is Thoroughly Convinced That Its Policy of Advertising and Stabilizing Prices Has Worked to the Benefit of the Whole Industry

An Interview by Palmer S. Wells with

J. M. Anderson

Vice-President, Way Sagless Spring Company

NOT long ago one of the salesmen of the Way Sagless Spring Company walked into a house-furnishing store in a small Indiana city. As he opened the door the proprietor was walking forward from the rear; they met perhaps ten paces from the front.

"My name is Brown, of the Way Sagless Spring Company, Mr. Jones," the salesman introduced himself.

"I'm glad to meet you, Mr. Brown," was the prospect's response. "Put me down for eighteen springs."

The salesman looked at him in amazement, too flabbergasted to speak. But the dealer as promptly relieved him of that necessity.

"I suppose you think that's a new line of kidding," the merchant declared. "It isn't. I mean it. Get out your order-book and let's see you write it down."

The salesman of course, did as he was told; but as yet he had not regained his powers of speech. When the order was duly entered, the merchant began to talk once more.

"I suppose you want to know just how that happened?" he inquired.

"Well — er — er — usually the orders don't come quite that quickly," the bewildered salesman admitted with some difficulty.

"No, I don't suppose they do. But I'll tell you just how this came to pass. Of course, you know that no Way Sagless salesman has ever happened to call on me before. But for a long time now, every bed-spring salesman who has been in here has either knocked your stuff or has had something just as good as a Way Sagless. I was sold before you

came in. I want the agency for this county!"

J. M. Anderson, vice-president of the Way Sagless Spring Company, Minneapolis, who told this incident, explained that he did not wish to give the impression that it is a common experience with his company to have orders fairly leap down the salesman's throat as that one did.

"If it were the usual thing," said Mr. Anderson, "we might most profitably withdraw our sales force from the road and from the payroll, yet keep our factories oversold by mailing periodically to a list of the best house-furnishing dealers in the country a price list, an order blank, a stamped return envelope, and no further comment!"

ADVERTISED INTO LEADERSHIP

"What I do wish to point out," continued Mr. Anderson, "is that we have managed to advertise ourselves into the position where advertising has created for us an indisputable leadership in the field. And we have done it from a standing start not so many years since."

Some six and a half years ago Mr. Anderson told in *PRINTERS' INK* how his company took a product it had developed, advertised it a little, and got for it a distribution in many of the "bell-wether" stores of the country.* Considerable water has run over the dam since then and because of the bearing which some of the facts in that article have on the later developments, recounting the conditions which prevailed at the

*What Happened When an "Orphan" Brand Was Named and Advertised; *PRINTERS' INK*, March 30, 1916.

time the advertising began ten years ago may be in order.

Bed springs had always been a staple article in house-furnishing stores. Few bed springs were known by name to the consumer; nor did anyone regard the name as of any greater importance than the name on a barrel of bulk sugar. Bulk sugar is sugar; a bed spring was a bed spring. And, as is almost invariably true of staples, bed springs were sold on a straight basis of price. The dealer, who had never stood out for a decent price on this article, regarded the sale of a bed spring as a nuisance which necessarily accompanied the sale of a bed. That manufacturer got the order who could come to the dealer with the argument: "I can make a price on this spring so that you can undersell everybody else in town." In a sentence, bed springs were neither profitable nor satisfactory to manufacturer, dealer, or consumer.

The whole bed-spring industry had been conducted on the false assumption that one hundred million people would pay for quality in other lines, but didn't care a rap about it in bed springs. Manufacturers cut quality to save the last possible cent in costs. The dealer cut his prices and ignored quality, not because he wanted to—he thought he had to. But the Way company didn't think he had to! To get a message of quality across and get the public thinking of comfort and satisfaction rather than about the price—that was its task.

"I remember a visit of a buyer for a big instalment house to our exhibit at the Grand Rapids Furniture Exposition," said Mr. Anderson. "He was one of those cold-blooded, sledge-hammer buyers. The salesman started to explain the special features of merit as mentioned in our national advertising. He hadn't gotten far before Mr. Big Buyer exploded: 'What the heck did he care about quality? Why should he pay an extra dollar for quality? Did the salesman think him an easy mark to put a whole dollar into quality in a bed spring? Why, he was buying a spring for \$2.75 and sell-

ing it on deferred payments for \$11. Quality? Bah!'

"As he stumped out of the space I intercepted him. After a hot verbal tussle he informed me that we wouldn't live long enough to get our spring into his store with all our foolish expenditure in advertising quality. I countered with the prediction that we would both live to see him one of our best customers without our giving him reduction, discount, or inducement of any kind. Five years afterward he was at our space in Grand Rapids. I congratulated him on the business he was giving us on Way Sagless Springs. With a painfully reminiscent look he said, 'Yes, you fellows put it over all right. Say, you've got the people in—hypnotized. I just have to sell it—that's all.' His store is in a city of a million population."

FORMERLY BED SPRINGS WERE A "YELLOW-DOG" PRODUCT

When the Way Sagless Spring was perfected the manufacturer decided to fix a price level which would give him a profit, and give the dealer a generous, but legitimate resale profit. That idea, widely advertised, soon gained a reasonably good distribution. The dealers liked it. It put courage into the hearts of floor salesmen to know that in quoting a price on a Way Sagless, no lower price had been quoted elsewhere. Bed springs had been reduced to a dead level of inferiority as to quality, and there was neither top nor bottom as to price. The same spring might be seen in a dozen stores at a dozen different prices. Like the righteous who are "bold as a lion" the salesman served his customer with confident assurance until he came to the selection of the bed spring, and then his courage began to ooze at every pore.

There was a young couple in Chicago furnishing a house. They made an evening appointment with a friend who was a floor salesman in one of the leading stores. The evening was spent in selecting a complete outfit for their little home. As is customary, they started with the living-room.

DRAMA



Franz Molnar

© Vanity Fair

IN the field of the theatre—by its contributors, its pictures, its critiques—Vanity Fair is the prophet of coming reputations. It was talking of Molnar and printing his work months before "Liliom" became a Broadway success. This ability to pick out the new thing that later becomes the vogue has given Vanity Fair an audience of men and women who live in advance of popular taste, and are even largely responsible for it. . . . People who mould opinion for a play can mould it for a product. 🍀 🍀 🍀 🍀 🍀 🍀 🍀 🍀

VANITY FAIR

That was furnished complete—then to the dining-room, and the kitchen, and finally to the bedrooms. The bill amounted somewhere close to a thousand dollars when they came to the last item—the spring and mattress. Selecting a spring of the ordinary type, they inquired the price. The salesman was in a glow of satisfaction. His task was practically finished and the evening's work was to net him a handsome return; for in that store sales are made on a percentage. The young wife inquired the price of "that" spring. When the salesman quoted the price of \$5 something happened. There was a cold chill in the atmosphere and the young couple started for the door. The salesman was paralyzed. He followed his customers to the front of the store, planted himself squarely between them and the door and seized the latch—requesting an explanation. His friend replied, "You nearly got me all right. Yes, you nearly got me. I told you when I came here that I knew nothing about furniture. I thought I could safely put myself in the hands of a friend. You evidently believed me when I told you I wasn't posted. You charge me \$5 for a spring that we saw in another window on the way down tonight at \$2.88. You're a friend all right"—and they left the store. Such incidents, which weren't unusual, led to the enthusiastic acceptance of the Way sales policy under which the company maintains that there are one hundred cents in every dollar—no matter whose dollar. Its resale price, giving one price to all, struck a popular response.

"When first we advertised bed springs, we were objects of ridicule," said Mr. Anderson. "No one, so the know-it-alls declared, could advertise bed springs and get away with it. It did, at first glance, seem to hold difficulties. Intrinsically, it seems that it should be more difficult to do the first advertising in a field; but with us it did not work out that way. From our experience, I am inclined to wonder whether it is not a great deal more profitable to

do the first advertising in a field, rather than follow after someone else.

"Look at it for a moment: We are manufacturing an absolute necessity to all but a negligible fraction of our whole population. No one had ever helped that public to a realization of the value of quality in bed springs. To paraphrase a remark in a current play, 'America was not bed-spring conscious!'

ADVERTISED INTO PUBLIC CONSCIOUSNESS

"When our advertising began to appear, it had all of the advantage of being a novelty. We had a monopoly of advertising in our line. And gradually, I may safely say, we advertised ourselves so well into the public consciousness that today far more people think 'Way Sagless' than think of any other brand name when a bed spring comes to mind. The incident which is told at the opening of this article points the strength of our position.

"And, in all modesty, we have accomplished even more for the industry as a whole than we have for ourselves. When the industry gathers, say at a convention, even our nearest competitors freely declare that we, by our stand for advertising and for marketing on a fair-price, quality basis, have almost singlehanded made it possible for the industry to pull itself out of the profitless slough of price-cutting and quality-shaving. Several concerns are today making and advertising springs which sell at prices 50 per cent above ours. Yet ten years ago, everyone declared that we were foolhardy in trying to retail a bed spring at \$8.

"There are fundamental benefits wholly unlooked for in a consistently followed advertising policy. We set out ten years ago to advertise a bed spring with the purpose of selling bed springs. That object was paramount in our whole plan. Now, we got what we wanted. We have sold bed springs all the way from Hudson Bay to Mexico.

"But this advertising has
(Continued on page 41)



A PORTRAIT! She lives in a delightfully luxurious home; she goes for the summer to some such place as Southampton; occasionally she runs abroad; she is absolutely dependent upon her motor-car. She is the young matron of society and, in every community, she is a leader and "sets the fashion" in clothes and in many other things. And she is entirely willing to pay 50c a copy for the magazine which makes the most direct appeal to her varied interests.

Harper's Bazar

Prosperous



THE sum total of a city's prosperity is reflected in the personal doings of its individuals.

In the Roland Park-Guilford districts of Baltimore—where the town Morgans and Vanderbilts live—\$1,700,000 has been spent for homes since the first of January.

It is no coincidence that the Sunpapers reach 95% of the homes in this suburb of quality folks.

The Sunpapers have what is known as an "intelligent reader" circulation. They are the kind of readers who make the "intelligent buyer" class.

The Roland Park-Guilfordites are typical of that class.

Baltimore



But that's not all. The Sunpapers cover every section of Baltimore like a blanket.

What better prospects would you want to read your national advertising?

The circulation is now—

235,781 Daily (Morning and Evening)

157,875 Sunday

—September net paid average.

THE

MORNING

JOHN B. WOODWARD
Times Bldg., New York



EVENING

SUN

SUNDAY

GUY S. OSBORN
Tribune Bldg., Chicago

*Baltimoreans Don't Say "Newspaper"
---They Say "Sunpaper"*



The Big-Farm Area is the Big Market

WITHOUT costly equipment no single farmer can successfully operate more than one hundred and sixty acres of Oklahoma farm land. Farmers operating larger farms, therefore, are the heaviest purchasers of tractors, implements, building material and farm equipment.

In thirty-nine of Oklahoma's 77 counties the average size of farms is 243.6 acres. In no single county in this big-farm area is the average less than 160 acres. In the remainder of the state, the average falls to 106 acres.

It is significant that in the 39 counties comprising this big-farm area, The Oklahoma Farmer-Stockman has a 63.3 per cent coverage, a much higher percentage than that of any other farm paper circulating in Oklahoma.

**THE OKLAHOMA
FARMER-STOCKMAN**
PUBLISHED BY THE OKLAHOMA
PUBLISHING CO. PUBLISHERS OF THE DAILY OKLAHOMAN
AND OKLAHOMA CITY TIMES

CARL WILLIAMS

~ Editor ~

Edgar T. Bell, Adv. Mgr.

Oklahoma City, Okla.



E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

achieved results which we did not seek for, and thrust upon us opportunities for which we had not planned. The man and child on a bed spring has come to symbolize quality, and has achieved definite and explicit value as a trade-mark. It has seemed the logical thing to extend the use of that trade-mark to a whole group of Way Sagless products, including couches, children's cribs, youths' beds, day-beds, hospital and institution beds, and in fact, a whole line of products more or less closely related to the original spring, which we set out to nationalize ten years ago. Thus a consistent advertising policy has not only opened opportunities for us, but has given our dealers a longer line of staple Way products, which enhanced the value of the Way Sagless agency and gave the dealer an opportunity to cash in in a really big way on the loyal co-operation given us in past years."

Another unlooked-for result is in the effect of advertising on the product itself. In an advertised article the dealer demands, and expects perfection—nothing less will satisfy him. He regards seriously the claims of the manufacturer who has faith enough in his product to advertise it. Now, it's rather interesting to see how this works out in its effect upon both manufacturer and dealer. The manufacturer naturally seeks to make his product in every way measure up to his claims for it. The dealer in demanding perfection unconsciously concedes perfection, and shortly finds himself according unmeasured confidence, both in the products, and in the manufacturer. The Way company had a rather interesting case illustrating this a few months ago. A salesman visited a dealer who for years had been selling Way Sagless springs. The salesman said to the dealer, "You have been loyal all these years, and have given us a fine business on springs. Now, we are going to give you a whole group of Way Sagless products. We have cribs, couches, youths' beds, day-beds, and in fact, a whole line of products to be

sold under the Way trade-mark." The salesman reached for his portfolio to draw out a complete line of photographs when the dealer interposed with the remark, "Never mind your photos, young man. I have handled your spring for ten years. Anything that your factory sends is right. Just send me a sample of the complete line—everything you make." Such is the confidence begotten by years of consistent advertising.

It would be a mistake to close this article without quoting Mr. Anderson on the effect of advertising upon the advertiser and his organization.

"It's a tonic," he says. "In its effect it reaches to the humblest employees on the payroll. It braces and thrills the workman at the bench, and stimulates him to do his best. It electrifies the sales force, and gives purpose and direction, and efficiency to every man who carries a grip. There is no more potent force in merchandising than intelligent enthusiasm. No man can do his best who is not heartily imbued with the merit of his product, and no salesman who has been steeped in the advertising back of his product can fail to go out without that impelling enthusiasm. Advertising can be made, and should be made a unifying and compelling force in every process from the raw material until the product has reached the home of the ultimate consumer.

"This has been our experience in a ten-year advertising campaign."

To Organize Farmers' Marketing Service

Herschel H. Jones has resigned the directorship of the New York office of the State Department of Farms and Markets. He will organize a marketing service which will handle standardized farm products as agents of farmers' marketing associations and other shippers.

Joins "Sanitary and Heating Engineering"

Raymond G. Bookhout has joined *Sanitary and Heating Engineering*, New York, as editor. Mr. Bookhout resigned as managing editor of *The Plumbers' Trade Journal*, New York, on October 1.

"We Are Doing A Three Way Job"

Early in 1922, an advertisement in *Printers' Ink* with this caption announced *Cosmopolitan's* Motoring Service for automobile owners, dealers and manufacturers.

That job is getting bigger all the time. Thousands of owners and dealers are depending on the Service for information and advice.

The growth of the department demands a closer contact with Motor and Accessory Manufacturers. Robert Warner, in charge of the *Cosmopolitan* Motoring Service will hereafter spend most of his time in the field to keep you informed of the plans for the department—and ask your guidance in making those plans.

Cosmopolitan is doing more for the owner, the dealer, and the manufacturer than any other national magazine.

Covers the Motor Market
Cosmopolitan
America's Greatest Magazine

W. S. BIRD
Eastern Sales Manager

A. C. G. HAMMESFAHR
Business Manager

J. J. BARNETT
Western Sales Manager

Advertising in Civil War Days

THE GLESSNER COMPANY

FINDLAY, O., Sept. 14, 1922

Editor of PRINTERS' INK:

I can be enrolled in the list of those who read the first issue of PRINTERS' INK, and also as one who has read most of the issues since.

Advertising and advertising agencies have changed greatly since 1883, but scarcely as much as during the quarter century preceding that date. As first a printer, then as a publisher of country newspapers, and later an advertiser on my own account, I can see most wonderful changes in advertising methods and matters. When the first advertising agencies were formed, they acted as speculators in advertising space, rather than as agents of either advertiser or publisher.

It appeared to be the custom for agencies to contract for newspaper space at the column rate, and then sell as much of this space as they could to whomsoever would buy, at the best price obtainable. Some weeks there might be a column, or two columns, or maybe only a quarter of a column, but the newspaper was paid at the column rate for exactly the space of the copy supplied. One of the big "jokers" of the contract was the copy space. Usually the copy was set in pearl or agate, a type face much smaller than any country newspaper had. The newspaper would set in nonpareil, minion, brevier or bourgeoisie—some even in long primer—and while the agency would pay for one inch of copy, it would obtain an inch and a half or two inches.

Those were the days when many of the leading agencies paid for their advertising in wood type, metal type, printers' furniture, ink, and other articles which the publisher needed, but did not feel like paying cash for. Some of the early patent medicine advertisers caught on to this scheme, and paid for their advertising with proof presses, news ink, etc.

My earliest recollection of a national advertiser was "Drakes' Plantation Bitters," manufactured in New York City. During the early days of the Civil War this preparation was largely advertised, and had a big sale. At the top of the label on both bottle and carton appeared this symbol:

"S.T.—1860—X"

and this also headed every advertisement.

The mystery of the symbol caught the people's fancy and many were the guesses of its meaning. The firm made much of the mystery, and printed reading matter containing columns of guesses. I do not know that the real meaning was ever disclosed. The most popular solution was that it stood for: "Started Trade—1860—Ten Dollars capital."

Also came during the war "Rohrback's Stomach Bitters" using liberal newspaper space. In 1867-68, during the greenback craze, when Geo. H. Pendleton was trying for the Presidency

on the greenback platform, Rohrback did some timely advertising. On enormous billboards, with representations of enticing big greenbacks, he boldly proclaimed to the world in gigantic letters: "Greenbacks are Good—but Rohrback's are Better."

It must have been as early as 1870—perhaps earlier—that children began to "cry for Castoria," and they have been crying for it ever since. Castoria is probably the oldest continuous national advertiser in America. It was along about this time, too, that G. G. Green, of Woodbury, N. J., began the advertising which enabled him to build his big hotel at Pasadena.

One of the best advertisers of the olden days, from the publisher's standpoint, was Lydia E. Pinkham. Her advertisements had to be hand-set, without the added perquisite of "5 cents per inch extra for composition," but she supplied an electrotyped likeness of herself that was invaluable. This was the only portrait of a lady to be found in many newspaper offices, and more than once I have seen Lydia's picture used by the enterprising editor as a timely portrait for some distinguished woman, all the way from Queen Victoria to Queen Lil. And Lydia never uttered a word of protest.

While patent medicines were the first to use national space, other manufacturers came into the game at an early date. Babbitt's Soap used space liberally for a long time, and then came the baking powders—Royal and Dr. Price as the leaders, and when the baking powder war came on, newspapers reaped a harvest.

The prices received for foreign advertising varied according to the ability of the advertisers' representative to drive a bargain and the need of the newspaper for money. The publisher of a country newspaper had no fixed rates, regarding the foreign advertising as just that much of a pick up, as it gave a little extra cash, not needing to be "traded out" as did much of the home advertising. If the advertiser supplied electros, it saved that much composition. The paper had to be printed anyhow, and filled up as best it could, so why not take less for space, if you could not get more?

I am thinking of a certain country newspaper in an Illinois county seat, which for several years in the late seventies and early eighties took enough foreign advertising to run an "advertisers' edition." This edition was 50 to 100 copies, sufficient to supply all the agencies and advertisers with a marked copy, and keep a few on file. Then these ads were lifted and the regular home advertising inserted in their place, and the regular edition run off. Few advertisers ever discovered the deception, and the good old deacon who worked it made more than enough extra to pay his pew rent, although he laid up little here below.

Yes, advertising has changed in the last fifty or sixty years.

THE GLESSNER COMPANY
L. C. GLESSNER,
Pres. and Gen. Mgr.



From January to October, Local Advertisers and National Advertisers combined, have given an excess of 840,000 lines of display advertising to the Journal. A home circulation in Minneapolis of every 2 out of 3 families has enabled Journal advertisers to obtain immediate and definite results.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

Or, to put it in a A homelike

On the page opposite are the subjects of the last fifteen numbers of *The Mentor*.

As you read them over you get a mental picture of this sort of home—a home whose occupants are busy, but not too busy to devote some time each month to literature, history, music and art; a home where the fine old habit of thinking has not ceased to be; a home where good conversation is indulged in

—and good goods are bought.

The *Mentor* is received with a warm friendliness in more than 100,000 such homes.

THE CROWELL PUBLISHING COMPANY
381 FOURTH AVENUE, NEW YORK

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The Last Fifteen Numbers of The Mentor

Moliere, Master Playwright	Augustus Thomas
Chemistry in Everyday Life	Edwin S. Slosson
New Marvels of Astronomy	Garrett P. Service
Great Fortunes of History	Roger Babson
The Lure of the South Seas	Frederick O'Brien
A City the World Forgot	E. M. Newman
The Romance of Rare Books	Arthur B. Maurice
The Story of the Arabian Nights	W. D. Moffat
Gold Throughout the Ages	John Hays Hammond
Music and Life	Fritz Kreisler
Famous Vagabonds	Frederick O'Brien
Woman	Rabindranath Tagore
Miracle of Modern Photography	D. W. Griffith
The Ocean in Science, Art and History	Guy P. Jones
Poe, The Haunted Poet	C. Alphonso Smith

WICHITA FALLS, TEXAS

An Important Buying Center

One of the largest percentages of population increase in the United States.

1920 Census.....	40,079
1910 "	8,200

389% increase in 10 years!

Reasons: railroad center, with lines in seven directions; wholesaling; manufacturing; farming; cattle raising; oil and natural gas.

National advertisers will profit to classify Wichita Falls with such cities as Dallas and Houston for all Texas campaigns.

Wichita Daily Times

A. B. C. Member

Evening and Sunday Morning

Wichita Falls, Texas

E. Katz Special Advertising Agency
New York Chicago Atlanta Kansas City San Francisco

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Giving Added Emphasis to the Headline

Pictorial Expedients That Tend to Put New Animation into the Opening Words of the Advertisement

By A. L. Townsend

EVERYONE knows with what remarkable speed the "Save the Surface" slogan was introduced and nationally popularized. Where other advertisers have taken scores of years to put a phrase on the tip of the country's

tion was the emphasis put on the words by pictorial additions and embellishment.

"Save the Surface and You Save All" was hand-lettered in a white mortise of paint. A hand in action, holding a brush, completed the expedient.

When placed at an angle, generally across some other pictorial feature, the sweeping movement of the brush and hand attracted immediate attention to the enclosed slogan.

Had the same words been set in type or even presented in hand-lettered effect, in the customary formal manner, we doubt if results would have been so rapidly secured. In short, it is possible to lend telling emphasis to headlines, slogans, etc., when such emphasis is desired.

Years ago, when Gold Medal Flour hit upon the advertising thought of "Eventually—why not now?" a bold, simple script style of lettering was used for the word "Eventually" and as the phrase was shortened to this word alone, the value

of the script became more apparent. Written on a slant, it had a peculiar habit of appearing conspicuous, however placed in any picture composition.

In all of the advertising of the Plate Glass Manufacturers of America, this thought of dominant



As this is written, the whistles of the Goodyear factories are sounding in celebration of the 45,000,000th pneumatic motor vehicle tire made by this company.

Pause just a moment, and reflect upon that figure.

To the statistician it stands as the greatest total yet attained by any maker of tires in the world.

To the man who views it in its larger meaning it suggests a great deal more.

Forty-five millions of tires bearing the Goodyear name!

Of what errands these tires have sped—how nimbly they have run to pleasure, how sturdily to war, how willingly under burden, how slowly on solemn journeys—nothing need here be said.

But is not something demanded to be said of the character of manufacture and dealing that can win from the public so profound a confidence? Is not something demanded to be said also of the character of a product that over many years can earn and hold and justify such an immense Good Will?

If behind the first Goodyear Tire ever made there had not been a clear and

lightened purpose, this record production never would have been possible. If this purpose had not been conceived in the highest public interest, Goodyear could not be what Goodyear is today.

If every day of every year this purpose had not been scrupulously served, the leadership long enjoyed by Goodyear could not have endured.

How well it has been served, and with what energy and conscience, is seen best in the fact that more people ride on Goodyear Tires, than on any other kind.

It is a splendid thing to have meant, to an entire generation of men, what has always and everywhere been regarded as unqualifiedly fine.

It is a satisfying thing to have set for an immense industry a standard for integrity of manufacture, and for honesty of dealing with the public.

It is a gratifying thing to have seen the tradition of quality take form, shaping an industry into an institution, and commanding the loyalty of men.

It is a great thing to have a real purpose, by which to live and work, for that is to embody in everything you build the priceless thing called character.

Goodyear Means Good Will

June 1, 1922

GOODYEAR

Copyright 1922 by The Goodyear Tire & Rubber Co., Inc.

GOODYEAR GETS VARIETY IN HEADLINE AND AT THE SAME TIME RETAINS AN APPEARANCE OF CONTINUITY

tongue, this paint-and-varnish selling argument became known in a few brief months.

We are not willing to concede that it was due entirely to the rememberable qualities of the slogan itself. What did have a great deal to do with speedy populariza-

headlines has played a significant part. The advertiser has adopted two headlines, to be featured in every display: "Use PLATE Glass" and "Nothing Else Like It." The former, white lettering, drawn on a gray background and enclosed in an odd shape, has become standardized. A decorative line, also in gray, projected from this panel, terminates in a loop containing the conclusion of the phrase. By these expedients, a statement, unspectacular in itself, is propelled into the public consciousness. It takes on an importance it might otherwise never realize.

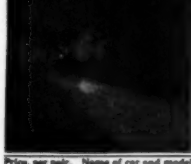
Goodyear advertising for an entire year has shown what follows in the wake of the creative mind. Whatever the main illustration—sometimes a large tire against tint backgrounds, then again a tire in combination with highly artistic scenic bits—a white ribbon is always run from side to side, across such illustrations, and thereon is placed the headline message, changing with every new advertisement.

The actual headlines are in type, but placing it upon the white gutter, in the very midst of colorful illustrative material, provides immediate eye interest. The headline holds your attention and makes an extraordinary bid for reading. In another sense it is valuable, because, repeated through a series, an individuality is established belonging wholly to Goodyear.

These increased-voltage headlines are, as a rule, combinations of the type or drawn letter, with the pictorial. There is nearly always a good basic idea in their make-up and composition and the place given to them in the advertisement.

The Bausch & Lomb Optical Co. accomplishes the display cleverly enough, when, throughout a series in behalf of its motor lens, the varying headlines are set into a white mortise at the top of the space formed by the glare from a headlight, either to left or to right. This field of white, containing the

**Tomorrow—you may have
to explain to the coroner**



From post paid. Name of car and model

34. *Lawson*—Buick (4)—Chrysler—Chevrolet
(Left)—Dodge—Duesenberg—Ford—Graham—Gray
Hupmobile—Kearney—Liberty—Overland—Packard—Stearns
Wheeler—Wheeler—Wheeler—Wheeler—Wheeler—Wheeler
35. *Lawson*—Buick (4)—Chrysler—Chevrolet (4)—Cord
—Cord—Cord—Cord—Cord—Cord—Cord—Cord—Cord—Cord—Cord
—Dodge—Dodge—Dodge—Dodge—Dodge—Dodge—Dodge—Dodge—Dodge—Dodge
—Hupmobile—Hupmobile—Hupmobile—Hupmobile—Hupmobile—Hupmobile—Hupmobile—Hupmobile—Hupmobile—Hupmobile
—Kearney—Kearney—Kearney—Kearney—Kearney—Kearney—Kearney—Kearney—Kearney—Kearney
—Liberty—Liberty—Liberty—Liberty—Liberty—Liberty—Liberty—Liberty—Liberty—Liberty
—Packard—Packard—Packard—Packard—Packard—Packard—Packard—Packard—Packard—Packard
—Stearns—Stearns—Stearns—Stearns—Stearns—Stearns—Stearns—Stearns—Stearns—Stearns
—Wheeler—Wheeler—Wheeler—Wheeler—Wheeler—Wheeler—Wheeler—Wheeler—Wheeler—Wheeler
36. *Lawson*—Buick (4)—Chrysler—Chevrolet (4)—Cord
—Cord—Cord—Cord—Cord—Cord—Cord—Cord—Cord—Cord—Cord
—Dodge—Dodge—Dodge—Dodge—Dodge—Dodge—Dodge—Dodge—Dodge—Dodge
—Hupmobile—Hupmobile—Hupmobile—Hupmobile—Hupmobile—Hupmobile—Hupmobile—Hupmobile—Hupmobile—Hupmobile
—Kearney—Kearney—Kearney—Kearney—Kearney—Kearney—Kearney—Kearney—Kearney—Kearney
—Liberty—Liberty—Liberty—Liberty—Liberty—Liberty—Liberty—Liberty—Liberty—Liberty
—Packard—Packard—Packard—Packard—Packard—Packard—Packard—Packard—Packard—Packard
—Stearns—Stearns—Stearns—Stearns—Stearns—Stearns—Stearns—Stearns—Stearns—Stearns
—Wheeler—Wheeler—Wheeler—Wheeler—Wheeler—Wheeler—Wheeler—Wheeler—Wheeler—Wheeler

YOU may say, "My lights weren't good" — but *they should have been*. The responsibility is YOURS!

Why take chances a single night more? Why not get a lens that will do all the things a lens should do? The Bausch & Lomb lens is what you need. Bausch & Lomb have specialized in lens-making for seventy years. No wonder they know how to make a real motor lens.

These lenses spread on even light from ditch to ditch; they light the road around turns; they hold the rays below eye level—because they are scientifically correct. That they are legal in every state and are standard equipment on the Cadillac, Buick, Duesenberg, Lincoln and other cars that use only the best.

You can put them on in 6 minutes, yourself. Get one. Just read us your check and be sure to mention the make and model of your car.

BAUSCH & LOMB OPTICAL CO.
Rochester, N. Y.

The name
on the
lens



BAUSCH & LOMB MOTOR LENS

ANOTHER USE OF MORTISE TO GAIN HEADLINE ATTENTION

headline, is, in turn, superimposed upon a half-tone scene, ranging from views of country roads after dark, to the peril of night driving in any locality.

This series of advertising layouts is a direct refutation of the statement that to be extraordinarily striking and dominant, headlines must be hand-lettered in a bold, distinctive style. Type alone may fail to accomplish the objective. Plain type, set into the glare of the headlight, however, becomes at once the dominant feature of the entire composition, compelling attention over every other unit.

Advertisers often make the mis-

ST. LOUIS Speaks in Superlatives



Largest Market of Hides in the U. S.

—A strategic point in this important industry. A supply city to the world's leather mart.

A city with money in its banks, and well-paid thousands on its pay roll.

and offers a superlative
advertising medium

Globe-Democrat

*Largest Daily Circulation
of Any St. Louis Newspaper*

NATIONAL REPRESENTATIVES

F. St. J. Richards
New York

Guy S. Gibson
Chicago

J. S. Seolaro
Detroit

C. George Krogness
San Francisco

Portland Agency Ltd., London

take of over-capitalizing a headline. The ideal headline carries an embellished capital letter only at its start and the remainder is in lower case. To start every word in a headline with a capital is not expedient. It accomplishes no more than to weaken the whole.

Sheer weight of the letter, in type or drawn, does not necessarily regulate strength of display and the power to attract.

Arrangement is far more valuable in the accomplishment of this.

Why is it that such words, in important campaigns, as Zinc, Lead, Oak, Tin, etc., hold the eye and assume such prominence? In the names here given, the words are almost invariably employed as headlines and are featured, top position. As a rule, they are not hand-lettered. Many things contribute, however, to their power to hold attention. They are placed in large areas of white space. They are three- or four-letter words, short and interesting to the eye. But in the lead of these reasons is the tendency of the advertiser to so skilfully place the word, that it occupies a compelling zone. It is "preferred position" in the advertisement, from the artist's professional standpoint.

Various experiments can be tried to demonstrate the headline's power to attract.

Take a photographic illustration. Hand-letter a headline directly upon its surface, white against a dark portion of the picture. It will be moderately compelling. But take the same photograph and the same headline text, and have the artist start off with a daring initial which runs off the photograph onto surrounding white space, and for some reason, the eye takes a vastly increased interest in that headline. Presumably, the eye is given a flying start by the big initial on white. It is trick emphasis.

Cutting an odd-shaped white mortise in a half-tone illustration and hand-lettering the headline within this zone, provides for an almost infallible bull's-eye. It is an idea that never fails.

New Agency Formed at Los Angeles

H. Charles Sieck, recently vice-president and account executive of the Botsford-Constantine Co., Inc., Seattle, has established an advertising agency under his name at Los Angeles with representation at Chicago and Seattle. Mr. Sieck was with the Hotpoint Electric Heating Company and the Edison Electric Appliance Company before he joined the Botsford-Constantine agency.

Fort Worth Agency Has Poultry Feed Account

The advertising account of the Universal Mills, Fort Worth, Tex., has been placed with the Herndon-Johnson Advertising Co., also of Fort Worth. This agency is now preparing a newspaper campaign, covering the Southwestern territory, on the Universal Mills' "Superior" brand of stock and poultry feeds.

Joins James F. Newcomb & Co.

Andrew Faller has joined the sales and development department of James F. Newcomb & Co., Inc., direct-advertising, house-organ and printing organization, New York. Mr. Faller has been with the Stirling Press, Publishers Printing Company and the Williams Printing Co.

Trade-Marked Mesh Bag to Be Advertised

The Whiting & Davis Company, Plainville, Mass., plans to advertise its trade-marked mesh bags, "Princess Mary," in a list of national magazines, using full pages in four colors. This advertising will be directed by Wood, Putnam & Wood Co., Boston.

Richard Webster with Esmond Mills

Richard Webster has been made head of a newly created sales-promotion department of the Esmond Mills, Clarence Whitman & Son, Inc., selling agents, New York. Mr. Webster was formerly with Encyclopedia Britannica and with George Batten Co., Inc.

Joins Crumrine Agency

Charles B. Morse has joined the Arthur M. Crumrine Company, Columbus, O., as manager of its New York office. Mr. Morse was formerly with the Packard Motor Car Company and Hare's Motors, Inc.

With Charles C. Green Agency

Al Sieffer, recently with the Lincoln Advertising Service, Inc., New York, has joined the Charles C. Green Advertising Agency, New York.



When in Rome --

SOME centuries ago—a dozen maybe—a visitor to Rome decided that when in doubt the best bet was to “do as the Romans do.” Since then most of the world has agreed with the old boy’s logic.

Even a good many National Advertisers believe in following the actions of those who are “in the know,” and consequently select newspapers for which local advertisers show decided preference.

That’s one reason why the volume of National Advertising carried by The St. Louis Star is increasing so steadily.

THE ST. LOUIS STAR
don’t say “Paper”—say “STAR”

Trade Mark Registered

National Advertising Representatives

STORY, BROOKS & FINLEY

New York Chicago Philadelphia Los Angeles San Francisco

Merely to Keep the Record Straight

TWO of our valued contemporaries have recently made serious errors in computing the *display advertising* lineage of the Chicago Evening American for the month of August, 1922, and the period January 1—August 31, 1922.

Their statements show the Chicago Evening American to have suffered losses during these periods, when as a matter of fact

The Chicago Evening American GAINED 248,443 Lines

and
13,544 lines total display advertising during Aug. 1922

GAINED 248 443 Lines

and

13,544 lines total display advertising during Aug. 1922

This is how the error came about: During the greater part of 1921 the CLASSIFIED lineage of the Chicago Evening American (the classified department being new) was measured by the Advertising Record Company as DISPLAY lineage.

Since September 1, 1921, the Chicago Evening American's CLASSIFIED lineage has been measured by the same Company AS CLASSIFIED and not as display.

So that in any comparison of 1922 DISPLAY lineage against that of 1921, the CLASSIFIED lineage of 1921, prior to September 1, must be deducted to give an accurate and just result.

The Chicago Evening American feels that this explanation is due to its advertisers not as a rebuke to its contemporaries for an error which was no doubt innocently made, but in justice to its own record, as it is

The Only Evening Newspaper in Chicago to Show a Gain in Display Advertising During the First Eight Months of 1922 Over the Same Period of 1921

The Customer Must Be Satisfied

WE ARE NOT merely selling printing. We are selling satisfaction. Of course we produce printing—as do all printing concerns—but this is not what we sell. We sell satisfaction. If you are satisfied with your present printer—stay with him. If you are not satisfied with him, come to us. We *can* satisfy you. Do you wish for better printing? We can satisfy you. Do you wish for greater dispatch? We can satisfy you. Do you wish for more effective selling ideas? We can satisfy you.

Are you satisfied or dissatisfied?

Our policy is—*THE CUSTOMER MUST BE SATISFIED.*

Charles Francis Press

Printing Crafts Building

Telephone LONGacre 2320

461 Eighth Avenue, New York City

Hi

Energ

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month

High Price an Asset in Quick Dealer Distribution for New Product

Energetic Advertising Campaign and Sales Effort Gets Distribution on New G T D Pipe Wrench in Thirty Days

By Galen Snow

Of the Greenfield Tap & Die Corporation, Greenfield, Mass.

WHEN a manufacturer with an established line of products, sold through dealers, seeks to add a new item to his line, it is always a question whether it is better to meet the price of competing articles or to price the new item below or above them. In a highly conservative and competitive field there is often a popular leader which is generally regarded as standard. It may be a saw, a wrench, an axe, an automatic pencil or a floor varnish. The quality and price of the leader is well known to the public and the trade. To bring out a new article at the same price would seem to be following the path of least resistance. To put it out at a higher price would seem to handicap the new product and endanger its success.

Stillson wrenches are made by a number of manufacturers and may be said to be standard as to quality and price. The Greenfield Tap and Die Corporation makes a Stillson wrench. The company decided, however, to bring out a new pipe wrench called the "Little Giant," different in principle from the Stillson but designed to do the same work and do it better, in our estimation. With many makes of Stillson wrenches in the field, including our own, what policy would enable us to introduce our new wrench most successfully—a lower-priced wrench than the Stillson, the same priced or a higher priced?

We did it by placing a higher price on our new wrench than the price at which the Stillson is sold. The story of how we did this, our reasons for following such a policy, with the results obtained, follows. The subject is timely, for it is now just one month since our new wrench

was officially announced to the trade.

Our problem was in some ways comparatively simple, because we enjoy a nation-wide distribution for our goods through jobbers, and we did not have to introduce ourselves to people who had never heard of us. However, we did have to persuade a conservative trade to stock and sell a new tool, unknown to the consumer, at a price higher than he was accustomed to pay—quite a little task at that.

The *sine qua non*, of course, had to be qualities in the new tool which actually made it superior to the well-known article with which it must compete. Mechanical tests in our own plant and field tests under all sorts of conditions over a period of six months convinced us that our "Little Giant" wrench was mechanically right. The next step was introducing it to the market.

WHY DISTRIBUTION WAS FIRST SOUGHT

Our assets were practically complete jobber distribution throughout the United States; and a reputation with the jobbing trade for co-operating 100 per cent with them. The liabilities were the general hesitation in buying, due to business conditions, the conservativeness of the hardware trade; the infinite number of pipe wrenches with which the trade has been deluged, and finally the fact that pipe wrenches are an article on which ordinarily neither jobber nor dealer make much of a profit, owing to the very keen competition which exists in that line. We could get national distribution first, and then create consumer demand; or force national distribution by creating con-

sumer demand through national advertising. The two assets mentioned above, coupled with the enormous expense of a consumer advertising campaign, decided us on the former method.

We looked over the "liabilities" and felt that we had to develop our campaign in such a way that every unfavorable feature would be either neutralized or turned to advantage. "Buying hesitation" would, we felt, be negligible by the time our wrench was ready to market. The "conservativeness of the trade" we overcame by advertising, which was attractive enough and "attention-getting" enough to dominate the papers in which it appeared. The question of imitation pipe wrenches and the fact that we were entering a strongly competitive market, we neutralized at one stroke by making our price higher than the Stillson.

Selling the wrench at a higher price, besides instantly commanding the respect alike of both dealer and consumer (for it is one of the most fundamental traits of the buying public instinctively to respect a high-price article), removed it from the competitive class and at the same time enabled us to allow the dealer and jobber larger margins of profit than would have been otherwise possible. Here our reputation among the jobbing trade came in, for they knew that they could count on us for an absolutely square deal and they could accept any statement we made regarding the price of our wrench. Being a patented article, we did not have to fear imitations, and our practical experiments had proved to us that even at the higher price it was a better buy for the consumer than its lower-priced and better-known competitor.

ADVERTISING FOR DISTRIBUTION

We introduced our new pipe wrench to the trade with two-page color inserts in leading trade papers. We used the same insert in all these papers with the exception of the copy in a little "tag" which is apparently attached

to the handle of the wrench that is illustrated. We fitted this copy to the field which the trade paper covered, keying it so that we could judge our returns.

A letter was sent to every one of our distributors, stating very frankly our price policy and outlining the dealer's profits on this wrench, enclosing copy of the advertising and recommending placing a trial order. The success of our plan was evidenced by the fact that between responses to this letter and orders sent in as a direct result of the advertising, the original stock of these wrenches, which we expected would last us sixty days, was gone in less than fourteen. Now, within thirty days, we have distributors for this wrench, who had placed stock orders, located in practically every town in the country that is a distributing centre.

Moreover, we know that the success of our plan is assured, because the great majority of these dealers who now stock this wrench have purchased it for stock after having ordered samples, in accordance with the suggestion contained in our original letter and in our advertising. Inside of thirty days we have received a large number of repeat orders and in some cases a third and even a fourth order.

Of course, our salesmen have played an important part. We issue a weekly salesmen's letter, and just before we opened our campaign on the wrench we got out a special issue in which we outlined every selling point. We have followed this up by having articles of interest on the wrench in every succeeding weekly letter with the result that the salesmen have become thoroughly sold on the wrench and take orders practically everywhere they go.

In almost no instance have we been met with a price objection, which testifies to the correctness of our analysis of the market.

The rigid practice of referring all inquiries from advertising and invoicing all consumer and dealer orders through jobbers who had



Electrical Specialties

are the most prominent labor-saving devices in the household today; still their utilization is only in its infancy.

Over one million homes were wired in 1921. More than this number will be wired in 1922. About eight million homes in the United States are now wired.

Electrical Merchandising

through its monthly service to electrical dealers, contractors, jobbers and the commercial departments of light and power companies, is building up the home use of electrical specialties.

Visit *Electrical Merchandising's* booth at the New York Electrical Show, Grand Central Palace, October 7-14, and study the charts which show the distribution of electrical specialties and indicate where the markets are strongest.

To reach those who sell to the home—use

Electrical Merchandising

Tenth Ave. at 36th St.

New York City



Philadelphia
Chicago
Cleveland
Washington
St. Louis
San Francisco
London

already ordered for stock or who had evinced an interest in the wrench, has of course been an important feature in the development of our distribution. We have a large number of very appreciative letters from jobbers regarding this policy and it has undoubtedly been an important factor in persuading many of them to take on the new wrench so quickly.

Up to now I have purposely omitted any reference to the wrench itself, but cannot close without emphasizing the fact that if we had not had a tool which we felt actually was superior and which fully warranted the higher price which we were asking the consumer to pay for it, we never could have put it over.

Cherington Heads Associated Clubs' Educational Work

Paul T. Cherington, of the J. Walter Thompson Co., Inc., and former professor of marketing at the Graduate School of Business Administration of Harvard University, has been made chairman of the educational committee of the Associated Advertising Clubs of the World. This committee of the Associated Clubs was recently created by President Holland.

Pacific Coast Flour Companies Merged

The Sperry Flour Company has merged with the Portland Milling Company, Portland, and will be known as the Sperry Flour Company.

No increased budget as a result of the merger has been announced as yet for advertising.

The Honig-Cooper Company, San Francisco, will continue to handle the advertising.

Portland, Ore., "News" Advances C. W. Myers

C. W. Myers has been appointed business manager of the Portland, Ore., *News*. Mr. Myers had been advertising manager of the *News* during the last eight years and has had charge of advertising for Des Moines, Ia., and Bay City, Mich., newspapers.

Pacnet Electric Company Appoints Agency

The Pacnet Electric Company, New York manufacturer of radio equipment, has placed its advertising account with Smith, Sturgis & Moore, Inc., New York advertising agency. Copy is now appearing in radio publications.

"Le Bon Ton" Appoints E. W. Federer

E. W. Federer has been appointed advertising manager of the S. T. Taylor Co., New York, publisher of *Le Bon Ton*. Mr. Federer was recently with the Butterick Publishing Company at New York, representing *The Delineator* and *The Designer*. Before joining the Butterick organization Mr. Federer was Pacific Coast advertising representative of *Lumber*.

C. M. Smith Joins Chicago Agency

Charles MacCabe Smith, recently a power sales engineer for the Public Service Company of Northern Illinois, is now a member of the technical copy staff of Charles Daniel Frey, Chicago advertising agent. He was formerly with the Western Electric Company and the Duesenberg Automobile & Motors Company.

Waring Sherwood Heads New Memphis Printing Company

The plant and equipment of the Dixon-Paul Printing Company, Memphis, Tenn., has been taken over by The Sherwood Company, a new organization. Waring Sherwood, former advertising manager of the Briscoe Motor Corporation, Jackson, Mich., is president of the new company.

Join Cincinnati Agency

R. E. Forshee, L. J. Burgess and William E. Mackelfresh, Jr., have become members of the firm of Keelor & Hall, Cincinnati advertising agency.

H. G. Olmstead, formerly advertising manager of the Peerless Bread Machine Company, Sidney, O., has joined the staff of Keelor & Hall.

Huntingdon, Pa., Newspaper Sold

Joseph F. Biddle, publisher of the Huntingdon, Pa., *News*, daily and semi-weekly, has purchased the Huntingdon *Evening Journal and Globe*.

The Thomas F. Clark Co., New York, has been appointed foreign advertising representative of the Huntingdon *News*.

Runkel Brothers Account for Street & Finney

Runkel Brothers, Inc., New York, manufacturers of cocoa and chocolate, have placed their advertising account with Street & Finney, Inc., New York.

Appointment by Bradford, Pa., "Era"

S. G. Lindenstien, Inc., publishers' representative, New York, has been appointed national advertising representatives of the Bradford, Pa., *Era*.

Greatest Motor Year In Detroit's History

***1,127,946 Cars Made in Detroit Up
to September First, 1922***

The best index to Detroit's remarkable prosperity lies in its industrial activity. Nowhere else in United States can a city point to so great a resumption of manufacturing. Still less, can any other city point to 1922 as its **peak production year**, but dynamic Detroit is the exception. In the first six months of 1922, alone, it manufactured 858,971 cars. Including July and August the total is 1,127,946.

Detroit Builds 68% of All Automobiles Made

This great total represents 68% of the entire automobile production of America.

In this busy community the advertiser has his richest field, not only because of the prosperity of the people, but also because Detroit is one of the few cities in America that is coverable with one newspaper, The Detroit News.

The News reaches practically every home in the city and environs. By consolidating The Journal with it, The News added to its already great circulation to such an extent that it now offers advertisers a practically 100% coverage.

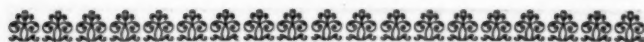
The Detroit News

Greatest Circulation Sunday in Michigan.

Two and a Half Times Nearest Week Day

Circulation in City of Detroit.

"Always in the Lead"



A Power

that Deserves to Grow

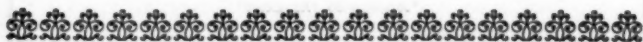
There is no more interesting development in journalism than the agricultural press. It is impossible to understand what may be called rural public opinion unless one is aware of the influence and power of the farm papers.

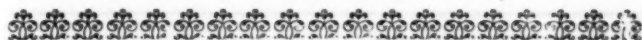
—ALBERT SHAW in the *Review of Reviews*.

ALL keen observers of American Life will probably agree with Dr. Shaw that the Farm Press is now a far more efficient instrument of improvement than it ever has been. Its growing power is based soundly on a greater competence, a better knowledge, a more able personnel.

It is based on the development of strong national farm publications of which FARM LIFE is one — papers that will compare on favorable terms with the best general magazines in editorial ability and insight into the needs and interests of their readers.

An examination of the FARM LIFE files will disclose that it has consistently been among the first to perceive the significance of any new movement or condition that affects farming — to describe it illuminatingly and to comment on it tersely and with a





racy "horse-sense" that greatly appeals to the farmer.

The readers of FARM LIFE have put before them every month a true picture of the agricultural world, and a sound and conservative analysis that points the direction not only in which their own interests lie but those of the general public.

The editorial contents of any publication constitute its backbone and sinew; they give it the punch that puts over the advertising.

The exceptional productiveness of FARM LIFE space is founded on the exceptional strength of the editorial appeal — and to the fact that it wins and holds *confidence*.

FARM LIFE's rise has disturbed the old values among farm publications. You cannot be sure that you are expending your money to the greatest advantage until you know all the values in FARM LIFE advertising.

SPENCER, IND.
FarmLife

THE FARM LIFE PUBLISHING COMPANY

Advertising Representatives

THE JAMES M. RIDDLE COMPANY

NEW YORK CHICAGO ST. LOUIS ATLANTA CLEVELAND
KANSAS CITY SAN FRANCISCO



Why is the 18th Amendment?

The power of farm women's influence is the answer. These newly enfranchised millions were the greatest single influence in making this amendment sure.

Their purchasing power in America is equally as great and can be assured for your product thru advertising in their *Only* magazine—

THE FARMER'S WIFE

A National Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS
ST. PAUL, MINNESOTA

Eastern Representatives:
WALLACE C. RICHARDSON, INC.,
95 Madison Avenue,
New York City



Western Representatives:
STANDARD FARM PAPERS, INC.,
1109 Transportation Bldg.,
Chicago, Ill.

Members Audit Bureau of Circulations.

Putting "H. I." to Work

The Need for Studying the Buyer as a Human Being

By Earle C. Reeves

FOR six years I have worked in eight American cities of widely diversified commercial and industrial interest. For four years I was employed as chief of the London staff of one of the three big news agencies. In this work I have found that translation of the facts of domestic and foreign politics, wars, business crises, strikes, shipping, mining, agriculture, sports, dramatics, and of the hundred and one other phases of life, into terms that can be read, understood and accepted with conviction by the newspaper reader is a task of "fitting copy to the medium."

The tone of much of the producer-to-dealer copy seems to be predicated on the assumption that this is a business of one specialist talking to another, and that the language of the "shop," in its most concise and matter-of-fact form is the best for the purpose.

I wonder if that is wholly justifiable.

Perhaps nobody, in any line of work, comes in contact with more different brands of specialists than does the newspaperman. The subjects which he handles change day by day, month by month, and year by year. His sources of information are in each case the specialists in the particular subject that is under "probe."

The other day I had lunch with a prominent magazine editor. He reeked of the classics and of Harvard atmosphere. Yet he talked baseball and hurried away to the Polo Grounds. Some months ago I interviewed one of the biggest leaders of labor in England. He yielded, under questioning, what I sought, but of his own choice switched to the subject of his new house. A coal baron, at the most critical point in the recent strike, when he had a message he was only too glad to get into print, talked about his golf club. The

proprietor of a small shop where I was making a purchase, forgot his customers to stroll out and talk about the performance of my car, which was of the same make as his own. Apropos of nothing at all, one of the spokesmen for the railways, during the strike, talked about a bill from a man who was teaching his daughter to drive a car.

These illustrations could be multiplied a hundred-fold.

We find specialists human beings first and specialists afterward.

So I wonder—I do not venture a too positive assertion—if the manufacturer or wholesaler could not, with profit, look over all the various and sundry messages which his advertising and sales departments are sending to dealers and ask himself whether they are addressed to dealers merely, or to human beings who are dealers.

WHEN THE RETAILER BECOMES A MERE HUMAN BEING

I wonder if the dealer, by the time he has leisure from his daily multitude of business details and turns to his trade magazine, circulars and pamphlets, hasn't, unconsciously, put aside his "business mind" and become, primarily just a human being.

If so the problem of writing copy to be circulated among the dealers more nearly approximates that of writing news and "feature" copy for the multitude of newspaper readers. It is even possible that a "salting" of selling and advertising staffs more freely with reporters trained to translate technical and specialized subjects into the vernacular of everyday living might pay. A survey of the staffs of business papers will show the most successful ones to be produced by a combination of trade experts and newspaper graduates.

Two bits of automobile advertising, in booklet form, come to

mind. One booklet advertised a four-cylinder car and told, in the technical language of a motor engineer the measurements, materials, test strengths, etc., in awesome detail of every part of the car. The lay reader came up for air after a few pages convinced that this was a mechanism of such baffling intricacy that he could never hope to cope with it. The other told the story of a twelve-cylindere car, simply and clearly in the language of everyday conversation. I happened to know that it was written by an ex-newspaperman who went into the shop, soaked himself full of the subject, came out, forgot the technicalities of the engineers, and "translated" that intricate twelve-cylinder engine into a thing of simplicity and power.

These booklets were producer-to-consumer, and not producer-to-dealer literature but they illustrate the point, nevertheless.

FASHION SHOWS, FOR INSTANCE

Recently two fashion shows, adjuncts to meetings of two associations of dealers in women's clothes, were held in New York.

Both showed wholesalers' products, for the seduction of the buyers. Both paraded the fall fashions worn by models. One did it conventionally; the other with Follies trimmings, the most beautiful girls, spectacular scenic effects, a lighted runway for the fashion parade.

"Listen to these buyers, will you?" one of the managers of the spectacular show said. "Hear them when a new thing comes on that they like. They come here keen for novelties. They come once to see the dresses. They come a second time to see the dresses. After that they keep on coming to see the girls as well as the dresses. And our people continue to book orders."

Calculated capitalization of the "human interest" element—the so-called "H. I." of the reporter's world.

That is an illustration in what might be called its most acute form. Office desks, motor accessories, mine pumps, groceries, can-

not be promoted by the same methods. But even to dealers, more prosaic products than feminine clothing may be introduced with as great a human touch as possible.

Consider the problem of telling the readers of 500 American newspapers the situation in Germany a few months after the armistice. In that card-indexed nation statistics are available by the bushel basket. In that beaten and troubled land every man you met had a tale of woe, convincingly arrayed, which he desired to "sell" to the American public, in the hope that American public opinion would save him from the effects of French wrath at the peace table. Material for the telling of this story was super-abundant. It volunteered itself.

Yet it was meaningless unless "translated." It could be "translated" into form in which it would be read, understood and received with conviction, only if it were made the story of the German in his home, at his business, at the theatres, at the races; if it were made the story of his sullen resentment, of his vociferous protestations of individual innocence, of his determination to cry "kamerad," but work like the devil for his former industrial supremacy. In such a background of concrete incident, statistics and abstract summaries and statements fit naturally and slip into reader consciousness with a minimum of jar.

The salesman on the road uses a similar method. He does not confine his approach to the technical jargon of shop talk, except in rare cases. He knows the "humanity" of the dealer and buyer. "Babe" Ruth, bass fishing, the coal shortage, and many extraneous subjects not included in the chart of procedure interlard his selling talk.

In this way, he is dressing his display window with "H. I." as surely and as deftly as is the newspaper editor who wishes his product to be received, understood and accepted with conviction.

This is no advocacy of "yellow journalism" methods in advertis-

Coined Words that Spell COIN

THREECENTRIFUGAL

The above word applies to circulation **radiation** of the very best quality—the kind that reaches high-grade families and enterprising business men—the kind that reaches an audience able and willing to pay highest prices for highest qualities.

THREECENTRIPETAL

The above word applies to advertising **attraction** of the very best quality—advertising with a real **PULL**—the kind that begins early in the day and pulls until bedtime—appealing to men, women and children, opening eyes and purses!

THESE WORDS APPLY TO THE BOSTON AMERICAN

The three-cent paper with the largest evening circulation in New England—the circulation that **RADIATES** and **ATTRACTS** with a pull-power peculiarly its own.

BOSTON AMERICAN
LARGEST EVENING CIRCULATION IN NEW ENGLAND

ing. It is, in fact, no out-and-out advocacy of anything. It is an exposition of an analogy that seems to me to exist between the problems of a producer of goods and of a producer of newspaper copy, tentatively submitted on the theory—the editor's theory, in fact—that the fresh viewpoint of a "rank outsider" sometimes may cast valuable light on any business problem.

Advertising Men of Paint Industry Meet

ADVERTISING managers of the paint and varnish industry will meet at the Ritz-Carlton Hotel, Atlantic City, on November 17, in connection with the meetings of the National Paint, Oil and Varnish Association, Paint Manufacturers' Association of the United States and the National Varnish Manufacturers' Association. Advertising matters of common interest to the entire industry will be discussed. A similar meeting was held at Buffalo in June, at which time a committee on organization was appointed. This committee has worked out a plan of informal organization which will be presented at Atlantic City.

The committee on organization consists of the following members: G. M. Breinig, Breinig Bros., Inc.; H. C. Bursley, Murphy Varnish Co.; John M. Graham, Lowe Bros. Co.; C. J. Schumann, Hilo Varnish Corp.; W. P. Werheim, Pratt & Lambert, Inc., secretary; O. C. Harn, National Lead Co., chairman.

Marine Engine Co. of Philadelphia Appoints Agency

The J. H. Cross Company, advertising agency of Philadelphia, has been appointed to place the advertising of the Marine Engine Company, of Philadelphia.

Eastman Kodak Average Profits

The Eastman Kodak Company, Rochester, N. Y., for the last ten years, 1912-1922, has averaged net profits of \$15,209,795 annually.

Advertising Specialty Men Hold Convention

L. L. Joseph, president of the Parisian Novelty Company, Chicago, was elected president of the Advertising Specialty Association at the association's nineteenth annual convention in Chicago last week. Over one hundred specialty manufacturers and dealers were represented at the convention exhibits and business sessions. Other officers elected are: Charles R. Frederickson, American Art Works, Coshocton, O., first vice-president; M. J. Sullivan, Sullivan Printing Works, Cincinnati, second vice-president; E. J. Barklow, Gerlach-Barklow Company, Joliet, Ill., honorary vice-president; G. Felsenthal, G. Felsenthal & Sons, Chicago, treasurer. New directors of the association are: John Baumgarth, John Baumgarth Company, Chicago; J. H. Anderson, Up-to-Date Advertising Company, Canisteo, N. Y.; Carroll H. Sudler, Ketterlinus Company, Chicago.

Free Advertising Courses Offered in Philadelphia

The Young Men's and Young Women's Hebrew Associations of Philadelphia will offer a free course in advertising to their members. The course opens October 30 and classes will meet weekly for twelve weeks. It will be under the supervision of Philip Kind, who will be assisted by Karl Bloomingdale, Bloomingdale & Weiler; Harrie E. Bell, Holmes Press; Arthur Rosenheimer, Belber Trunk & Bag Company; Lester Wolf, Notaseme Hosiery Company; Sidney Blauner of Blauners; E. J. Reefer; Jacob Rubel, Gimbel Brothers; M. L. Blumenthal; Sylvan Hofheimer; Joseph Hoffman, Frank E. Jacobs Co.; J. David Stern, publisher of the Camden, N. J., *Courier*; Leon Berkowitz and Maurice N. Weyl, Edward Stern & Company.

Mason Warner Heads Western Council of A.A.A.A.

Mason Warner, vice-president of Snitzler-Warner Company, Chicago advertising agency, was elected chairman of the Western Council of the American Association of Advertising Agencies at the annual meeting of the council in Chicago on October 2. Other officers elected are: David C. Thomas, David C. Thomas Company, Chicago, vice-chairman; F. W. Thurnau, Vanderhoof & Company, Chicago, secretary; directors: C. R. Erwin, Erwin, Wasay & Company, Chicago; Harry D. Smith, Fuller & Smith, Cleveland; Scott Smith, Critchfield & Company, Chicago; C. P. Hanly, Ferry-Hanly Company, Chicago.

New Bauer & Black Outdoor Campaign

Bauer & Black, Chicago manufacturer of surgical dressings and drug and chemical products, plans a national outdoor campaign for Blue Jay corn plasters.



Washington (D. C.) Is Very Much on the "Go"

We are very busy here in the National Capital building homes—the natural result of imperative demand.

Material and equipment specialists should put their product before Washingtonians. They are in the market—with the money to buy what appeals to them.

You can "cover" Washington with just ONE medium—The Star—it alone is necessary.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building



Where visual competition is keenest—the modern drug store

BRIGHT packages, striking displays, gleaming fixtures—in no other retail outlet is *visual* competition so keen as in the drug store.

Obviously, then, the successful packaging of toilet preparations demands unusual care and skill.

Such an article—a perfume, a facial cream, a toilet soap—must not only attract attention: it must also reflect a subtle superiority, an appealing prestige.

The products above represent only a few of the many famous concerns which have found

Gair containers the answer to their packaging problems.

* * *

NOT only for toilet preparations, but for every class of packaged merchandise—groceries, candies, electrical devices—Gair folding boxes are playing an important part in advertising and selling. A Gair package is something more than a container—it is an active salesman.

Robert Gair Company can design for you a carton, label, or wrapper which you will be proud to use—one which will do your product full justice. Or if your problem is one of printing, not design, we will give your present unit utmost distinction by vivid, accurate, colorful reproduction.

Unequalled facilities make Robert Gair Company the logical source of supply for *all* the elements of package merchandising: Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

Send a postal today for your copy of the new Gair booklet, "Testing the Merchandising Value of a Package."

ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO . PHILADELPHIA . BOSTON . BUFFALO

Features that make Readers

The Kaiser's Memoirs



First, without question, among the many brilliant features in the press of the country, are the *Memoirs of the ex-Kaiser*. Why? Because they combine news and autobiography—comprise the most virile sensational matter ever published in such form in a daily newspaper. One quarter million dollars American gold were paid by the McClure Syndicate to William Hohenzollern, Esq., before he put pen to paper.

The *States'* circulation jumped 5,000 in a single day with its exclusive publication in *New Orleans* of the first installment. The *Memoirs* will be followed by a reply from René Viviani the "irrefutable."

Furthermore—

With a daily circulation of 36,000 and a Sunday circulation of 35,000 seventeen months ago, the *States* now has a circulation of 52,000 daily and 67,000 Sunday—made possible solely by its quality as a newspaper.

General readability; a dozen odd daily features; editorial supremacy; news. A daily news pictorial; Arthur Brisbane's "Today"; finance, by B. C. Forbes; McManus, Runyon, S. E. Kiser, J. C. Aby, Beatrice Fairfax; modern fiction by the world's best authors; the first Women's Sport page carried by a Southern newspaper, and a fixed policy of giving readers the latest and best news and features possible to obtain, have done it.

Is not the logical medium for an advertiser the newspaper that is preferred by his prospect?

✓
*Exclusive With
The States in
New Orleans*

NEW ORLEANS STATES

Every Afternoon and Sunday Morning

Established 1875

ROBERT EWING, Publisher

Representatives: S. C. BECKWITH SPECIAL AGENCY, World Bldg., New York
JOHN M. BRANHAM COMPANY, Mallery Bldg., Chicago

How the Meat Industry of the Nation Reduced a Surplus of Hams

Advertising and Co-operation of Packers and Retailers in City Meat Councils Made Quick Work of Them

By James Henle

HOW a national industry can use advertising as a "pinch hitter" in a near-crisis has been demonstrated in the last few weeks by the campaign to sell more hams.

There were too many hams. Too many hogs were being shipped to the markets; not enough hams were being sold. One reason for this—and you will see how many intricate factors affect the pulse of this industry—was the cold, rainy summer in England. There, as here, cold ham is a favorite hot-weather dish and, with the unseasonable weather, the sale of hams fell off, resulting in an accumulation on this side of the water. Exports to Belgium also were low, increasing the accumulation here. Hogs—heavy hogs at this time of the year—continued to arrive at the packing centres in considerably larger numbers than was the case last year. The packers never refuse any shipments. Their business is organized so as to provide an open market for livestock throughout the year. The producer simply ships his animals to New York, Chicago, Indianapolis, Kansas City, Buffalo, Omaha or any other market of his choice. He is never told, "We don't need any today."

Wholesale prices on smoked hams had dropped about 25 per cent since June. At the present time wholesale prices are still 20 per cent lower than last year. But lower prices in themselves do not mean an increased consumer demand—not in the meat business. Ordinary rules of common-sense buying are often flouted by the housekeeper; most butchers actually find it more difficult to sell cheap cuts than the higher-priced ones.

What was to be done about the ham situation? The matter was

placed before local meat councils, composed of representatives both of packers and of local retailers, by W. W. Woods, secretary of the National Association of Meat Councils. In almost every case the response was a prompt notification that the meat council was ready to do its best to relieve the situation by persuading retailers to push hams hard and consumers to increase purchases of hams.

In New York, which was one of the first cities to swing into line, the following letter from August F. Grimm, chairman of the local meat council, was sent to every retail butcher and along with it went two streamers for store windows and a poster:

Dear Brother:

Hams are profitable sellers these days and at present levels should make satisfied customers. Why not push them to the limit while the pushing is good?

Sell hams—show hams, talk hams, boost hams. Put in a good-looking display of hams and ham-advertising cards in your window.

Tell your customer how ham is an ideal meat for breakfast, lunch or supper in the summertime. Whatever else she comes in to buy, sell her some ham. When you are wrapping up her order, if it is in the morning, say "And a little ham for lunch today?" Or, if it is in the afternoon, "And a little ham for breakfast tomorrow?"

And put these streamers in your window and this poster on your wall. You'll be surprised at how they will work. The streamers will get the woman in and the poster will do the rest.

Ham is the cash register's best friend these days—go to it.

The poster sent to the retailers was printed in red and said:

HAM

Warm Weather Food but Real Food. Think of these—doesn't your mouth water?

Ham—cold, with potato salad.

Ham omelet.

Ham—chopped on toast.

Ham—baked with vegetables.

And one hundred other ways to serve it.

Buy Ham Today and Save Money.

In order to encourage restaurants to push hams at this time, the following letter was sent to some 3,500 hotels and restaurants in the city, along with an attractive set of ham recipes:

Dear Sir:

Have you noticed the bigger margin of profit on ham dishes in the last few weeks? Many restaurateurs who saw

And ham is always a popular dish. It is particularly welcome between seasons—cool mornings or warm noons. Ham is tasty and leaves the patron feeling he has had something good for his check.

And not only is ham cheap now, but of course the kitchen costs on ham dishes are practically nothing. It's a ready meat which can be fixed up in all kinds of appetizing and economical ways. When in doubt add ham, is a good motto for the chef.

A ham special every day in the next

few weeks will boost small warm-weather checks. Ham for breakfast—boiled ham for luncheon—baked ham for dinner. Add a little ham to every vegetable salad and make it the popular Russian salad. Put ham in more of the egg dishes. Put more ham into the cold cut plates and the club sandwiches. And of course there is the good old ham sandwich.

Ham is good—and it is particularly good for you these days.

MEAT COUNCIL OF
NEW YORK.

P. S. Please give the enclosed suggestions to your chef.

Attacking the problem in Chicago, the meat council sent out a four-page folder, the last three pages of which were devoted to ham recipes, with the first page reading:

Buy Half a Ham—Either Half—and Save Money.

You can buy ham enough to bake—and then have some left over for such dishes as stuffed peppers, ham hash, ham and noodles, etc.—for only a trifle more than it would cost you to buy a single slice for one meal only.

Half a ham is a good buy. You get not only ham enough to bake or boil, but also a slice or two besides, which would ordinarily cost you quite a bit more on the pound.

It is economical and convenient to buy half a ham.

Following this and similar efforts in other important cities, the National Association of Meat Councils sent out a streamer and an elaborate poster in full color, showing ham served in a very appetizing way. This was distributed by three different methods:

1. In fourteen cities where

Ham Prices Are Down

Ham—Boiled, Baked (Hot or Cold), Broiled or Fried—is one of the most appetizing and savory foods that the market offers.

The wholesale price of ham is fifteen to twenty per cent lower than it was six weeks ago.

The U. S. Dept. of Agriculture in an announcement dated June 19, 1922, in referring to vitamins found in meat said, "Various cuts of meat were tried, and in every instance pork was found to be relatively rich in vitamins. Pork tenderloin, fresh ham, smoked ham, and pressed boiled ham were tested and the results were much the same with all of them."

Swift's Premium Hams are always of a uniform high standard of quality, regardless of price. A special cure of sugar and salt, and smoking over hardwood fires impart a flavor that has made "Premium" Ham the world's standard.

Summer time is ham time. Insist on having "Swift's Premium"—see the blue identification tag.



Swift & Company
U.S.A.



Fourteen Wholesale Distributing Markets in Greater New York
Central Office, 12 Tenth Avenue
G. J. Schwartz, District Manager

PACKERS' ADVERTISING DURING THE DRIVE TO
SELL HAMS

the way wholesale ham prices slumped two months ago have cashed in on it by putting more ham dishes on their menus and playing up a ham special every day.

New York wholesale prices of all kinds of smoked ham are down from 20 to 25 per cent below the usual at this season. Poor export business has left many packers with plenty of the best hams. Ham is the meat bargain these days.

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Do you know
that it costs but
\$850 to place your
full-page selling
message before
200,000 of the
country's finest
citizens?

Life

The Mass of Class
Medium

meat councils are actively functioning they were sent out by the local councils. These cities include most of the largest centres of population.

2. In Baltimore, Cincinnati and St. Louis the distribution was through local associations of packers.

3. In other cases the distribution was made through the packer members of the Institute of American Meat Packers, who supplied their retail customers.

In this manner surprisingly good results were obtained. Emphasis was laid upon the fact that no matter how good the material, it could not effect results unless it was properly displayed. This, of course, is a simple truism, but manufacturers who have experienced the utmost difficulty in getting dealers to make full use of mutually profitable display material know that the problem itself is far from simple. A walk, however, about any of the retail marketing districts of New York, for instance, showed how well the individual butchers had been sold on the plan.

To back up the efforts of local meat councils and the national organization, individual packer members advertised in newspapers—some in their regular space, others in space for which they had specially contracted. Also, packers sent posters to their customers, particularly featuring their own brands of ham.

The decline in the price of hams affected the livestock market. Because of the national importance of this aspect of the question, Secretary of Agriculture Wallace issued a statement on the matter, pointing out to the public—his statement was dated August 12—that the wholesale price of hams had fallen from two to five cents and that consumers should, therefore, be able to count upon a retail price reduction. The statement also called attention to the nutritious and health-giving elements of ham.

The interest aroused by the vigorous advertising and merchandising of ham was reflected in the

requests from the household editors of various publications for recipes showing the varied uses of ham. These were furnished by the meat councils of New York and other cities, by the Institute of American Meat Packers and by individual packers.

The final result of the campaign was all that could be desired. Packers reported that their sales of ham took a sharp increase, which could be attributed only to the energetic campaign conducted. With the increase in sales the surplus of hams was materially reduced. The record made was an additional proof of the value to an industry of organization and co-ordinated effort.

Merchants to Study Methods of Chicago Houses

Merchants from practically all of the States in the Middle West are expected in Chicago from October 2 to 7 for Fall Merchants Week, conducted by Chicago's retail stores and wholesale houses. Merchants attending will be given an opportunity to study sales and promotion methods of many of the largest retail houses in the city. In addition, the advertising departments of several wholesalers will be placed at the disposal of visiting merchants for their inspection.

Milwaukee "Journal" Has Merchandise Service Department

James W. Fisk, whose appointment by *The Milwaukee Journal* was announced in *PRINTERS' INK* recently, is in charge of the *Journal's* new merchandise counsel department, caring for retail advertising.

This newspaper's merchandising service bureau has been established for a number of years.

Chicago Advertising Studio Augments Staff

Joseph T. Cochran, formerly with the Thomas Cusack Company in Chicago, and Walter Ouchman, formerly with the Hicks-Chatlen Company, Portland, Ore., advertising agency, have joined the art staff of The Irwin H. Henoch Company, Chicago advertising illustration studio.

Reno, Nevada, Daily Appoints Benjamin & Kentnor

The *Nevada State Journal*, Reno, Nev., has appointed Benjamin & Kentnor, New York and Chicago, its national representatives.



The Candy that Richmond (Va.) Buys Every Month—

costs \$173,000.00 and would require a box
90 ft. deep, 150 ft. long and 100 ft. wide!

Candy-money is a mighty small part of the average person's expenditures. A city that spends \$173,000.00 a month on that one luxury alone is a market of vast potentialities.

Richmond, Va., is a tremendously worth-while selling place awaiting the advertiser who will cultivate it. The Dispatch Papers stand ready to offer any assistance in their power to help you reach this market.

Our Service Department will furnish special market reports, trade surveys and investigations. These will be gladly sent to manufacturers, selling agents and advertising agencies to enable them to formulate resultful selling campaigns in this rich territory.

Instruct your salesmen to call at the office of the Dispatch Papers. Route-lists will be furnished and every assistance given to help them in reaching the trade.

Write for our newest booklet, "An Industrial Survey of Richmond and Virginia." It will show you Richmond.

The Dispatch Papers

THE TIMES-DISPATCH

THE EVENING DISPATCH

Richmond, Va.

STORY, BROOKS & FINLEY—New York, Philadelphia, Chicago

Richmond, Va.

Use The Dispatch Papers (M&E)

LARGEST FARM PAPER—1,150,000

Most Farmers Prefer Packaged Breakfast Foods

Our just-completed survey among farm people shows that bulk oatmeal—the good old staple—is out of style in country homes. Farmers still eat a good deal of oats, but 75% buy Quaker Oats or other trade-marked packages. For a change from oats, Cream of Wheat is a favorite cooked food, and a long list of other brands are popular. Subscribers to The Farm Journal buy over 50,000,000 pounds of cooked breakfast foods in a year.

Over 70% of these farmers now use uncooked foods also, such as Post Toasties, Corn Flakes, Shredded Wheat, Grape Nuts and others. How farmers do enjoy these foods, plentifully sprinkled with strawberries, raspberries, blackberries and blueberries (or apple sauce and blackberry mush when berries are gone)—and overflowed with thick, rich, country cream!

Of course prepared foods also save work for the farm women, and that's a great help—in summer especially. In summer, too, oil and gas stoves are substituting for the kitchen range, so that oatmeal can not simmer all night long, as many people consider necessary. Summer is the big season for

THE FARM JOURNAL—1,150,000

THE FARM JOURNAL—1,150,000

uncooked foods, but a large proportion of farmers eat them all the year round. The Farm Journal subscribers buy over 25,000,000 packages of uncooked foods.

Altogether, the annual breakfast food purchases of Farm Journal subscribers are valued at nearly \$9,000,000 and the total purchases of all farmers amount to \$32,500,000 annually—a rich market for the manufacturer who wants more business.

Most of these farmers buy their breakfast foods in grocery stores in towns and cities, so that distribution in country stores is not necessary to supply the large farm demand. A large sale to farmers can quickly be secured for any food having town distribution. Consumer education is the sole necessity.

Good printing and excellent color work give greatest efficiency to the advertising in The Farm Journal. Reader interest and confidence add value to every line. The dollar spent in Farm Journal advertising brings greatest sales return. It is the farm paper which *pays and proves it pays*.

Our report, "The Farm Market for Breakfast Foods," will be "loaned" without charge to interested advertisers or agencies.

The Farm Journal

NEW YORK

PHILADELPHIA

CHICAGO

LARGEST FARM PAPER—1,150,000

Have YOU Something to Sell In Australia?



Australia is buying thousands of American made automobiles every year. Surely, if American cars are finding such a ready market in Australia, there is an equal opportunity for the products of nearly every other American factory.

This is the opportune time to begin business in Australia. Population is increasing. Prosperity is improving. Every condition is favorable.

Have you a product to sell in Australia?

An investigation and analysis of the market will bring out the answer to this question. After eight years of successful marketing in Australasia, with a fully organized resident office, we are in a position to obtain valuable and accurate information regarding the potential market for YOUR product there.

This Agency stands distinctly by itself in Australia as an American Advertising Agency wholly devoted to the exploitation of American branded goods.

As a result of our experience, we have published an interesting booklet, "Advertising and Selling in Australasia," that describes the methods employed to cultivate successfully the Australian market. It will help you to decide whether or not YOU should advertise in Australia. We shall be glad to send a copy to any manufacturer or advertising agency requesting it.

Australian Marketing Service

Wylie B. Jones Advertising Agency

BINGHAMTON, NEW YORK

BRANCHES

**381 Fourth Avenue
New York City**

**Niagara Life Building
Buffalo, New York**

**Sydney, N.S.W.
Australia**

Making a Market for Oranges and Lemons Not Yet Grown

California Fruit Growers Exchange, by Multiplying Retail Outlet, Also Cuts Present Selling Waste

By G. A. Nichols

ON the Long Island side of the Pennsylvania Terminal in New York there is a soda fountain that sells seven cases of oranges and three cases of lemons every morning. This large amount of fresh fruit is cut up and ground into orangeade and lemonade, "made while you wait." It is consumed by hundreds of suburban residents who have learned to like a new kind of morning drink.

A man calls, let us say, for an orangeade. The soda fountain attendant quickly cuts an orange in two, using a special knife on which appears the well-known name "Sunkist." He pokes the orange into a little machine with a porcelain top and spout. Inside of it is a juice extractor driven by a little one-eighth horse-power motor at the rate of 2,000 revolutions a minute which takes out all the juice and pulverizes the pulp in considerably less time than it takes to tell it. The juice and pulp run out into a glass. One more deft move and syrup is added. A little cracked ice and a quick stir with a spoon completes the building of the orangeade, the whole operation from the time the order is given taking about eight seconds.

The man knows a real orange has been used in making his drink because he followed every step of the quick process. If the orange is small both halves are used in making the drink. The same way with lemonade. Ten cents is the charge.

Therein is revealed an interesting bit of recent business history having to do with the method by which the California Fruit Growers Exchange believes it has successfully negotiated both horns of a peculiarly perplexing dilemma. One problem was the elimination of waste in marketing and the other was the broadening of the

demand for oranges and lemons to provide an outlet for the rapidly increasing production.

The average American housekeeper buys oranges and lemons on very much the same basis as she calls for the choice cuts of meat. She insists on having the medium sizes. The very large and the very small fruit is hard to sell. Much of it is not shipped, although nature did just as good a job in making it and put in equally good materials as was the case with the more favored sizes. A great quantity of this so-called "off" size fruit never finds its way East for the simple reason that it would not sell for enough to pay the freight. Thus there is brought about a tremendous waste which of course operates to raise the price on the middle sized grades.

So much for the waste.

NEW OUTLETS MUST BE FOUND

During the next three years it is estimated that fully 15,000 acres of new lemon trees are coming to full bearing in California and many new orange groves as well. The Florida production in both fruits is being rapidly multiplied. Let the fruit growers have an especially good year and there immediately ensues a rush to plant orange and lemon trees. The demand exceeds the production this year because of a very unusual frost in California which destroyed about thirty per cent of the yield. But under normal conditions the country raises many more oranges and lemons than there is a profitable market for, to say nothing of the waste in the "off" sizes. This condition will be accentuated by the coming in of the new groves and of others yet to be planted.

Four years ago the California

"BUYERS"

"Now the 'buyer' is the real arbiter of taste for the untrained, gullible and helpless mass of the people. The factories may turn out what designs they will, but however good, if the 'buyer' cannot see their value, the investment is lost. On the other side, again, the store offers us only two things which have been passed on by the 'buyer.' It is obvious he is an important factor in giving us good — in fact, he can prevent us from having them. He is a sort of Judge Landis or Will Hays in his own field —"

The above is quoted from a current issue of a well known, high class general magazine.

It is just one of the many instances constantly recurring and demonstrating the powerful position the "buyer" has in the distributive scheme for merchandise.

The Economist Group publications have an audience composed entirely of "buyers" of merchandise sold through department, dry-goods and general stores.

They buy and sell over 75% of all the dry-goods, apparel and allied lines sold in America; —an audience worth every dollar of advertising money invested in the telling of your story to them.

The Economist Group
239 West 39th Street
New York City

fresh fruit drinks they were so willing and eager to buy.

Mr. Holmes satisfied himself there really was a demand for fresh fruit drinks but that the "soda jerkers" were doing about all they could to kill it. Making an orangeade or lemonade with the ordinary facilities is such a messy and slow process that the business, at least during rush hours, is unwelcome. If there were oranges and lemons around the fountain they probably would be hidden. But if a person really insisted, a drink would be made up for him—usually in such a sloppy way that he lost most of his desire for it before it was finished.

Another thing Mr. Holmes discovered was a person ordering a lemonade or an orangeade insisted on seeing it made. They wanted to see the actual fruit juice run. The piling of oranges and lemons on the back bar of the fountain usually was sufficient to start a brisk demand for the drinks. But if the work was not done in plain sight they imagined they were getting something they hadn't bargained for.

Plainly there was a need for a machine that would extract the juice almost instantly, thus performing the double service of conserving the fountain attendant's time and also allowing people to see the drink made.

The Blessing Manufacturing Company, New York, had a machine which seemed to be suitable and the Exchange arranged for its production on a quantity basis, taking charge of the selling end. Eventually the machine was taken over by the Exchange, named the Sunkist Fruit Juice Extractor, and developed to its present state. It is being sold direct to the trade and through jobbers on a basis of no profit to the Exchange. The sole idea is to promote the use of oranges and lemons in making soda fountain drinks and thus increase the market for the fruit.

The average soda fountain proprietor has been in the habit of buying his oranges and lemons

by the dozen from the corner grocer or retail fruit market. The Exchange, by increasing his need for the fruit, has caused him to buy it by the case from his local fruit jobber.

When a soda-fountain man buys one of the Sunkist extractors his name is immediately sent to the district office of the Fruit Growers Exchange which in turn notifies the local jobber. After the dealer has had the extractor long enough to get an idea of its business-producing capabilities, the jobber's representative calls on him and shows him the advantage of buying his fruit in quantities. The "off" sizes can be readily sold here because they make just as good drinks as the other kind.

OFF-SIZE FRUIT WILL BE UTILIZED

The experience of the Fruit Growers Exchange up to date shows that the wastage of the "off" sizes soon will be eliminated. Owing to an improvement in conditions brought about by the Sunkist extractor many a soda fountain that has been using perhaps a dozen oranges a week now uses as many boxes. Increases of 1,000 per cent are common.

A typical experience is that of the F. A. Easton Company of Worcester, Mass., which had practically no business calling for the use of oranges and now uses twenty-five boxes a week among which the "off" sizes are predominant. This kind of business, multiplied as the Exchange expects it will be all over the country, is sure to make progress toward the elimination of waste.

"We can notice a big difference already from the 5,000 machines we now have in operation," says Mr. Holmes. "Through multiplying the use of the extractor as we expect to do through a large extension of our advertising campaign beginning with this fall we fully expect to create a condition whereby there will be a demand for the entire orange and lemon crop just as nature brings it forth—a market that will absorb all the fruit as it is produced year

(Continued on page 89)

Foreign Buyers

learn about new American products through the reading pages of the **AMERICAN EXPORTER**.

Here are some letters prompted by the publication's articles on Radio. These merchants abroad have asked us to put them in touch with manufacturers of radio equipment.



It would pay you to tell the foreign buyer about your radio device, food product, automobile or whatever it is you manufacture.

Use the advertising pages of the

AMERICAN EXPORTER

The World's Largest Export Journal—Now in Its Forty-sixth Year
370 SEVENTH AVENUE NEW YORK CITY

1382 new dealers . .



Mickelberry...after engineering a successful business for 25 years...believed they had reached maximum distribution in the Chicago district.

Yet...last year...a merchandising campaign conducted by the Herald and Examiner tripled their dealer list...in 14 days.

Chicago Herald

NEW YORK: 1819 Broadway
SAN FRANCISCO: Monadnock Bldg.

rs **in 14 days**

Q Last year . . . Mickelberry relied upon the **HERALD & EXAMINER** and one other paper for 100% coverage in the Chicago market.

The same combination is scheduled for 1922 — the **HERALD & EXAMINER** ...as usual...carrying the advertising load.*

**[* More specifically...
60% of total lineage]**

and Examiner



The Seattle Star
The Tacoma Times
The Spokane Press
The Portland News
The Los Angeles Record

announce the appointment of

Gilman, Nicoll & Ruthman

with offices in

New York—Boston—Chicago—San Francisco

as foreign advertising representatives

Leroy Sanders

President

by year in constantly increasing amounts.

"Of course, we are helping the Florida as well as the California producers. But this doesn't matter. Nobody with a big merchandising idea can expect to get all the benefit for himself. The only way for him to deprive his competitors of the benefit is to keep still about it. But in that case there would be no benefit in it for anybody."

Up to now the Sunkist extractor advertising has been mainly in business papers, although there have been a couple of pages of consumer copy in national magazines. The initial object was to get 5,000 or more of the machines in operation—to get distribution, so to speak—before consumer advertising should be run in any quantity.

With more than the desired number of extractors in use, the Exchange plans to devote much advertising attention to it during 1923. There will be a number of full pages devoted to the extractor alone and it will be prominently mentioned in other Exchange publicity. In some instances the plan contemplates the use of newspaper space to connect the local fountain with the general advertising.

Meanwhile the campaign to the fountain owner will go forward under a full head of steam in business papers, supplemented by numerous direct-mail presentations. The selling force of the fresh fruit drinks department will be increased and the most vigorous effort used to extend the usefulness of the machine.

It was the original intention to sell the Sunkist extractor at a profit. But it later was decided that the best profits it could yield were of the indirect kind that could come from the multiplied increase in the use of fruit. It is being sold therefore on a cost basis and the retailer can get a ten per cent discount even from this price if he wants to pay cash.

The whole thing resolves itself down to a proposition of making a larger market through showing the dealer how to gain more volume and profits—real service, in other words.

A Restaurant's Development into an Institution

The establishment of its first restaurant and its growth to an institution of thirty-five restaurants is the story told in the newspaper advertising copy of the Exchange Buffet, New York. An illustration of the New York Stock Exchange with the noonday crowds surging about is shown, together with the Exchange Buffet's trade-mark. The text tells of the opening of the first restaurant across the street from the Stock Exchange in 1885. People working in the Exchange have only enough time for a brief lunch, and the new restaurant offered novel features to save time. Sandwiches and prepared dishes were kept on buffets along the wall. Customers came in, helped themselves, ate their lunch standing alongside breast-high tables, footed up their own bill, told the amount to a clerk at the door, who called it aloud, received a check and paid the cashier. The whole idea of the Exchange Buffet was designed to provide an immediate service of good food carefully prepared to be enjoyed in the limited lunch time of the busy man.

The copy outlines the development of the Buffet into a system which now includes thirty-five restaurants and forty-two cigar stands located in New York, Brooklyn and Newark. The advertisement urges readers to find out "this noon" why the system has grown to its present proportions.

Commerce Bureau Opens Philadelphia Office

Julius Klein, director of the Bureau of Foreign and Domestic Commerce, on October 1 opened a district office of the Bureau in Philadelphia. Leonard B. Gary, who has been manager of the New England office, will be manager at Philadelphia. The new district includes Pennsylvania, Delaware and New Jersey south of Trenton.

Joins Staff of Chicago Illustrator

Loran J. Patterson has been appointed representative for the George E. Mizen Company, Chicago advertising illustration house. He formerly conducted the Patterson Studios in Chicago.

Governor of Kansas to Address New York Advertising Club

Henry J. Allen, Governor of Kansas and editor of the *Wichita Beacon*, will address the New York Advertising Club on Wednesday, October 11, at a luncheon meeting.

Joins Detroit Commercial Art Studio

A. J. Feinberg, formerly art director of the Campbell-Ewald Company, Detroit advertising agency, is now associated with John B. Woodruff, Detroit, commercial artist.

All-Fiction Field

Second Annual Convention

Held at the Yale Club, September 25 and 26, 1922

Magazine Advertising Men Attend Luncheon

Representatives of Four Big Publishing Companies and the Advantages of Their Publications as Advertising Mediums.

More than one hundred and fifty persons today, luncheon of the All-Fiction Field at the Yale Club, organization is holding its second annual convention running over a period of three days, will terminate.

The All-Fiction Field organization is composed of the advertising sales forces of the four great publishing companies of the fiction field, the Frank A. Munsey Company, Street & Smith, The Saturday Evening Post, and the Hearst Corporation. The four magazines represented are the Saturday Evening Post, The Saturday Evening Post, The Saturday Evening Post, and the Saturday Evening Post.

Mr. Robert H. Davis, of the Frank A. Munsey Company, was treasurer and Mr. George W. Hopkins, of the Saturday Evening Post, was secretary. Mr. F. A. Lawrence, of the Saturday Evening Post, was president.

AD MEN ASK AID OF PUBLISHERS

Wilson-Lawrence Speaks for Closer Cooperation.

SAYS 'JUNK' MUST BE EXPOSED
R. H. Davis Urges Fairly Doing All-Fiction Field Meeting.

A number of the leading executives of the advertising industry met today at the Yale Club for the second annual convention of the All-Fiction Field. The meeting was held at the Yale Club, which is the headquarters of the organization. The convention was held for the purpose of discussing the advertising industry and the role of the publisher. The speakers included Mr. Robert H. Davis, of the Frank A. Munsey Company, Mr. George W. Hopkins, of the Saturday Evening Post, and Mr. F. A. Lawrence, of the Saturday Evening Post. The convention was held for the purpose of discussing the advertising industry and the role of the publisher. The speakers included Mr. Robert H. Davis, of the Frank A. Munsey Company, Mr. George W. Hopkins, of the Saturday Evening Post, and Mr. F. A. Lawrence, of the Saturday Evening Post.

FICTION FIELD GAINS AS BUYING MEDIUM

Value of Story Magazine Told to Advertisers Through Convincing Figures.

Two million persons make \$1,500,000 a year to \$2,000,000 a year and spend \$1,500,000 for fiction magazines. The foregoing figures were brought out yesterday at the second annual convention of the All-Fiction Field at the Yale Club on showing the tremendous buying power of advertising in fiction magazines.

The All-Fiction Field is composed of the advertising sales forces of four great companies, which publish fiction magazines. They are the Frank A. Munsey Company, Street & Smith, The Saturday Evening Post, and the Hearst Corporation. The four magazines they publish are the Saturday Evening Post, The Saturday Evening Post, The Saturday Evening Post, and the Saturday Evening Post.

Mr. Robert H. Davis, of the Frank A. Munsey Company, was treasurer and Mr. George W. Hopkins, of the Saturday Evening Post, was secretary. Mr. F. A. Lawrence, of the Saturday Evening Post, was president.

Mr. Wilson-Lawrence urged a closer cooperation between magazines and advertisers. He said that the advertising industry is the largest source of revenue for the magazine industry. He urged that the advertising industry should be given a fair share of the revenue.

Mr. Hopkins explained that advertising is the lifeblood of the magazine industry. He said that the advertising industry is the largest source of revenue for the magazine industry. He urged that the advertising industry should be given a fair share of the revenue.

Mr. Davis, who was introduced by G. T. Higgins, advertising manager of the Saturday Evening Post, suggested a congress of representatives of advertising and editors as a means of arriving at a basis for elimination of publicity which is not legitimate news.

Mr. Davis, who was introduced by G. T. Higgins, advertising manager of the Saturday Evening Post, suggested a congress of representatives of advertising and editors as a means of arriving at a basis for elimination of publicity which is not legitimate news.

\$11,500,000 IS SPENT FOR FICTION MAGAZINES

Gain as Advertising Medium Reported at Meeting.

It was \$11,500,000 in spent on the fiction magazines in 1921, according to the figures reported at the meeting.

ALL-FICTION FIELD PLANS CONVENTION

Ad Advertising Problems to Be Discussed Here by Magazine Group.

The advertising problems and the advertising industry will be discussed at the second annual convention of the All-Fiction Field at the Yale Club on September 25 and 26, 1922. The convention will be held for the purpose of discussing the advertising industry and the role of the publisher.

ALL-FICTION FIELD TO MEET NEXT WEEK

Locations That Enter Two New Advertising Problems.

The advertising problems and the advertising industry will be discussed at the second annual convention of the All-Fiction Field at the Yale Club on September 25 and 26, 1922. The convention will be held for the purpose of discussing the advertising industry and the role of the publisher.

Mr. Davis, who was introduced by G. T. Higgins, advertising manager of the Saturday Evening Post, suggested a congress of representatives of advertising and editors as a means of arriving at a basis for elimination of publicity which is not legitimate news.

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The All-Fiction Field Advertising Staff

PRINTERS' INK

Oct. 5, 1922

F. C. Adkinson
Ray Becker
T. S. Bell
J. H. Brown
Russell Buckhout
E. C. Carrington
G. E. Cummings
E. S. Durkee
W. C. Evans
H. B. Fairchild



A. J. Gibney
James Hine
G. T. Hodges
S. C. Jackson
S. R. Laishaw
G. H. Leigh
D. M. MacArthur
D. O'Connell
C. H. Stoddart
T. Verschuur



Most People Agree

—that true economy lies in using only the best. Many prominent users of electrotypes, stereotypes and Peerless mats say they are unequalled.

Besides, our prices are always right, which is a double assurance of economy.



O'FLAHERTY

Electrotypes Stereotypes Photoengravers

MAKERS OF PEERLESS MATS

313-321 West 37th Street

New York

Telephone Fitzroy 2101

Poster Advertising Association Convention Programme

The thirty-second annual convention of the Poster Advertising Association, Inc., will be held in Richmond, Va., October 9 to 13. An open meeting of the board of directors will be held on October 9, President J. H. Brinkmeyer in the chair. A "Think Out Loud" conference of secretaries and delegates, led by National Secretary W. W. Bell, will follow.

The convention proper will open October 10. J. H. Brinkmeyer will preside, and Governor E. Lee Trinkle, of Virginia; Mayor George Ainslie, of Richmond; I. J. Marcuse, president of the Richmond Chamber of Commerce; R. E. Holze, president, Richmond Advertisers Club; Kerwin H. Fulton, president, Poster Advertising Company, New York; and E. L. Kuddy, Toronto, former president of the association, will address the meeting.

The afternoon session on October 11 will be conducted by Kerwin H. Fulton. Among the speakers will be Thomas B. McAdams, president, American Bankers Association; John C. Flinn, president, Associated Motion Picture Advertisers, Inc.; John Sullivan, secretary and treasurer, Association of National Advertisers, Inc.; C. B. Falls, president, Guild of Free Lance Artists of the Authors League of America; Edward S. LaBart, advertising manager, Wilson & Company; C. C. Loveless, advertising manager, The Wahl Company; Miss Carrie V. Hagerman, supervisor of art, Board of Education, Columbus, O.; and E. Allen Frost, association attorney.

An open forum will be held during the morning session of October 12, at which H. C. Walker, vice-president, will be chairman. The following speakers will address this session: C. A. Atherton, National Lamp Works, Cleveland, O., and H. A. Lane, Joint Committee for Business Development, New York, illumination subjects; Foster & Kleiser, San Francisco, Cal., "Leasing Placing and Maintenance of Structures"; E. B. Houseal, Walker & Company, Detroit, "Local Sales"; Al Norrington, manager, Pittsburgh Poster Advertising Company, Pittsburgh, "Internal Records Necessary to Properly Operate Poster Plants"; H. E. Fisk, assistant to president, Poster Advertising Company, New York, "Meeting Advertisers' Representatives"; W. D. Frey, manager, service department, Poster Advertising Company, New York, "Service Between Advertisers and Plant Owners"; W. R. Bell, manager, Dishon Poster Advertising Company, Terre Haute, Ind., "Standard Showings and Distribution," and L. W. Trestor, Outdoor Advertising Co., Omaha, "Local Ordinances."

The afternoon session of October 12 will be given over to the solicitors, Milburn Hobson acting as chairman. Arthur Acheson, Foster Advertising Company, New York; Frank B. Nye, Ivan B. Nordhem Company, New York; Alfred V. Van Beuren, United Advertising Corporation, New York; George Enos Throop, Chicago; H. C. Macdonald, Walker & Company, Detroit; W. F. Foster, Foster & Kleiser Company, San Francisco; and R. D. Carrel, Donaldson Litho. Company, Newport, Ky., will address the solicitors.

On the evening of October 12 the association will hold its annual banquet and dance. C. W. Lamar, Pensacola, Fla., will be the toastmaster, and the speaker of the evening will be Hon. E. Lee Trinkle, governor of the State of Virginia.

Harmony of Westcott Car Pleases Musicians

"Reason Why" copy that strikes a different note in automobile advertising is appearing in Chicago newspapers over the signatures of Westcott dealers in that vicinity. One of the recent pieces of copy announces that fourteen members of the Chicago Symphony Orchestra drive Westcott cars. Max Pottag, master of the French horn, tells why. "There are 55 of us in the orchestra," he says. "Most of us drive cars. We live in a world of sounds. Harmony delights us and discord distracts us, just as beautiful or ugly things affect most people."

"I drove another make of car, but derived no pleasure from it. Beautiful to see, yes, but ahl what a discord. It rattled. It squeaked up and down the scale—an incessant discord. If I cured one squeak or rattle, two worse noises would come in their place. I searched for the car of harmony, a car that would be beautiful to hear as well as see. I found the Westcott. What a relief! It is all harmony. The soft even purr of the motor and the slight swish of air through the carburetor is music to a sensitive ear. Not a squeak, not a rattle, not a discord."

"I bought a Westcott—Model 44."

E. R. Eastman with "American Agriculturist"

E. R. Eastman has resigned as editor and publisher of *Dairymen's League News* to become editor of *American Agriculturist*. In addition to his work as editor and publisher of *Dairymen's League News*, Mr. Eastman was assistant secretary of the Dairymen's League and secretary of the Committee of Twenty-One, an organization that is seeking legislation that will help to develop and better rural schools. He will continue as chairman of the Committee of Twenty-One.

Technical Publicity Association Meeting

The first fall meeting of the Technical Publicity Club will be held at the Machinery Club, New York, on October 13. W. L. Saunders, chairman of the board of directors of the Ingersoll-Rand Company, will address the meeting on "Publicity," and Harry Tipper, manager of *Automotive Industries*, will speak on "What We Are Facing in Advertising."

The Timken-Detroit Axle Company, Detroit, will suspend publication of its house-organ, the "Timken Magazine."

Arthur T. Garrett, who has edited this publication for almost seven years, plans to establish an office as a house publication and copy specialist in Detroit.

Don Parker Wins New York Advertising Golf Tournament

The third and last tournament of the New York Advertising Club Golf Association, which was played on the Shackamaxon links, was won by Don Parker, secretary of the Century Company. His gross score was 80 which, with a handicap of 6, brought him a net score of 74.

Mr. Parker has the honor of being the first to have his name engraved on the club's tournament trophy, the Presbrey Cup, donated by Frank Presbrey.

Eighty players were entered in the match. C. W. Alexander finished with 99—26—73, one stroke less than the winner's score, but as he was a non-member of the association he was not eligible to win the trophy and was awarded second prize.

H. McMahon with 94—20—74 tied with Mr. Parker but he, also, was a non-member.

Hal Marchbanks, Wesley W. Ferrin, Max Landay and C. W. Dunn with net scores of 75 each were only one stroke behind the winner. W. D. Parker, L. A. Weaver, Harold A. Lebar, Frank Presbrey, Charles Presbrey and F. C. Coleman also turned in low scores.

W. D. Parker, president of the Shackamaxon Country Club, invited the players to dinner at the club at which C. K. Woodbridge, president of the Advertising Club presided. Frank Presbrey presented the trophy to Don Parker. J. I. Wheaton, F. C. Coleman and William F. Haring presented the other prizes.

Associated Clubs Have Speakers Bureau

In order to help advertising clubs get more and better speakers the Associated Advertising Clubs of the World have formed a Speakers Bureau that will be under the management of a special committee, appointed by President Holland.

The committee consists of George W. Hopkins, New York, chairman; Homer Buckley, Chicago; F. D. Zimmerman, Denver; John King, Jr., St. Louis, and Edward L. Greene, Boston.

This committee has formulated two plans for the operation of the bureau. The first plan calls for a selected list of speakers who will agree to give this bureau a copy of their itinerary whenever they are traveling about the country on their own business. The bureau will bring each itinerary to the attention of clubs that are in cities included in it.

The second plan calls for soliciting from selected concerns stories of their successful advertising and sales campaigns. Such account would be read before advertising clubs by branch managers and salesmen of the companies concerned.

Has Yankee Roll Account

The Yankee Roll Distributing Company of New York has placed its advertising account with the Gardner-Glen Buck Co., Inc.

Want Advertisement That Got a Cook

THE MENGEL COMPANY
LOUISVILLE, Ky., Sept. 18, 1922

Editor of PRINTERS' INK:

Apropos of the Schoolmaster's description of a Want Ad for a cook in the September 7 issue of PRINTERS' INK, you may be interested in a Want Ad which my father inserted in a small country newspaper, on his retirement after twenty-seven years' work on the Louisville *Courier-Journal*. His ad was as follows:

"Wanted—Ole nigger cook; no washing or ironing—nothing, but cookin', eatin' and sleepin'."

He got a cook.

DULANEY LOGAN.

A Book of Interest to Advertising Men

PASADENA, CAL., Sept. 22, 1922.

Editor of PRINTERS' INK:

Those who are interested in publishing and advertising will find "The Bread Line," by Albert Bigelow Paine, published by The Century Co., a very interesting book. It is based on the experiences of the authors, Orson Lowell and Irving Bacheller, who, with great hopes and small capital, tried to establish a magazine some twenty years ago.

A. D. PORTER.

Oil Trade Journal Campaigns

The American Tank Company, Oklahoma City, Okla., and the Bell Oil & Gas Company, Tulsa, are advertising in oil trade journals. Both companies have appointed the Southwestern Advertising Company, Oklahoma City, as their advertising agents.

With Dwight P. Robinson & Company

Harold F. Marshall has been appointed advertising manager of Dwight P. Robinson & Company, Inc., New York engineers and constructors. He was previously with the Charles Williams Stores and Iron Age.

Lumber Company Plans Western Campaign

An advertising campaign in Western agricultural and farm publications will be conducted by The Tumwater Lumber Mills Company, Tumwater, Wash. The account has been placed with J. Wm. Sheets, Inc., Seattle advertising agency.

W. C. Tunks Is Manager of Vancouver "World"

William C. Tunks, who as reported in PRINTERS' INK had joined the Vancouver *World* on September 1, will be manager of that publication. Mr. Tunks was for ten years manager of the Portland, Ore., *Daily News*.

We have a real leaf out of one of the first Gutenberg Bibles—the first job of printing with movable types. Q Whenever any of us get to feeling a little too set up over the way we set up type, we get out that leaf and bow our heads over it for a little while (we don't know what it says—it's Latin) and then we get up and start all over again, trying to do our best.



J. M. BUNDSCHO
Advertising Typographer

58 EAST WASHINGTON
CHICAGO

HERE TYPE CAN SERVE YOU

a million farm women raise p



ICE

Ban-

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water,



BY KATR V. SAINT MA

A New Breed Specially Northern States

A NEW breed, or even of an old established way of interest to poultry for we all live in hope something better than though when one thing strides which have been making during the last twenty years we ought to be satisfied. But so covetous that the more we want. Twenty years ago, I had 150 eggs a year; ten years ago I was looked upon as a wonder. An egg hen is no longer a rarity in 1919 and 1920, trap-nest poultry plant had twenty-five eggs in 365 consecutive days a year the same plant had produced the 300 egg mark. The annual egg content

Precy & Co.

W. H. GANNETT, Pub., Inc., Augusta, Maine

NEW YORK OFFICE: 1637 Astor Hall

WALTER R. JENKINS, Jr., Representative

CHICAGO OFFICE: 1635 Marquette Bldg.

FRANK H. THOMAS, Representative

No. 5
PL
SERIES

VOL. XXXIV
NO. 8

ise poultry the COMFORT way

Poultry Farming for Women

FR V. SAINT MAUR.

ed Specially for Our Northern States

breed, or even a new variety of old established breed, is of interest to poultry growers. All live in hope of having something better than we now have, when one thinks of the much which have been made in poultry the last twenty years, it seems to be satisfied. But human nature is such that the more we have the more we want, and twenty years ago, specially good eggs were a wonder. Today, they are no longer a rarity. In fact, in 1920, trap-nest records prove that had twenty-four hens who laid 365 consecutive days, and the same plant had thirty-two the 300 egg mark. Three of the 300 egg contest of Weston, of which

extent, whilst I introduced new blood into the other, in the shape of a fine Wyandotte cock, from which I obtained a fine lot of graceful birds. In 1916 my flock was so uniform, the egg yield so remarkable, that I considered I had almost struck my mark."

By 1916 the breed was considered fairly well developed, except that the desired size had so far not been secured. In that year, however, a pullet turned up that at the age of seven months weighed seven and three-quarters pounds, and proved to be an excellent winter layer, producing 91 eggs in the four months of November, December, January and February. This pullet was mated with a White Plymouth Rock cock and all the best cockerels were used on the older strain, adding to it the desired character of greater size, also better productivity.

Mr. Wilfrid concludes his account of the development of the breed with this statement: "In short, the 'Chantecler,' embracing as she does the five best breeds of poultry in this country and bearing all their aptitudes, though excelling them in activity and hardiness, the direct results of having been bred in her own country, can now make her way in the rank and file, and prove her superiority in the poultry world."

The Standard for the Chantecler, as fixed by Mr. Wilfrid and the Canadian Chantecler Breeders' Association, is as follows:

GENERAL CHARACTERS.

MALE.

Head—Short, large skull, indicating constitution.

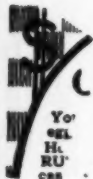
Beak—Stout, slightly curved.

Eyes—Medium size, almost round, with a expression.

Comb—Cushion shaped, rather small, on the fore part of the head; the front square and not with any point, ever smooth, and not covered with scales.

Wattles and Ear-Lobes—Fleshy, smooth texture. Ear-lobes of most round.

Neck—Medium length.



SPECIAL NUMBER

COMFORT

The Key to Happiness and Success in over a Million and a Quarter Homes
Published at Argenta House

EACH MONTH

XXXIV
0.8



If You don't sell the dealer, who will?

To what extent may the jobber be counted on to push your line or product? The answer to that query would probably solve many a manufacturer's marketing difficulties.

YET where the jobber must handle many hundred different lines and items, any one is likely to be overlooked and neglected.

How to lift your goods out of this inevitable obscurity is one of the subjects discussed in **PROMOTING SALES.**

This book, which surveys many different distributing systems, is of interest to every executive who has to solve problems of selling.

It is sent to such men, without obligation, on request, made on their business letterhead.

The Corday & Gross Co.
Cleveland
Effective Direct Advertising

When Manufacturers Operate the Dealer's Mail Campaign

Best Plan Is to Get Retailer to Make Investment in Campaign

INDIAN REFINING COMPANY, INC.,
NEW YORK

Editor of *PRINTERS' INK*:

I shall appreciate very much your sending me, if possible, a list of articles which have appeared in *PRINTERS' INK* and *Printers' Ink Monthly* during the past two or three years on the handling of mail campaigns for dealers.

We are planning something along this line for next year and would certainly like to get all the information which has appeared in your publications on this subject, in order to avoid as much as possible, running on the many rocks which are not too far below the surface.

INDIAN REFINING COMPANY, INC.,
K. S. KICKLARD.

THERE are almost as many ways of handling mail campaigns for dealers as there are advertisers. Few concerns handle the matter in exactly the same manner. We are attaching a list of articles that have appeared in *PRINTERS' INK* which describe in detail just how several advertisers engineer their mailings for their distributors.

Though individual mailing methods differ widely, there are certain fundamental principles that should be observed in a campaign of this sort. Where the manufacturer provides the retailer with all the material for a campaign of this sort, there is always danger that much of it will be wasted. The dealer is inclined to overestimate the number of pieces he can use. He will generously order a quantity of 5,000, whereas his mailing list consists of 2,200 names.

Manufacturers have found that the best way to overcome this difficulty is to attach some arbitrary value to free advertising matter. There are many ways of doing this. Some advertisers limit the quantity of free material that a dealer may obtain according to the size of purchase, the number of his customers or the annual volume of his business. Probably a better way is to get the retailer to make an investment in

the campaign. A few manufacturers accomplish this through getting the distributor to stand part of the cost of imprinting, of addressing or some other item. We know an advertiser who accomplishes it by having his dealers use their own stationery in an occasional mail drive on the consumer. He prepares the letter and attends to the addressing and all the other work, free of charge. Letterheads and envelopes cost money and when a retailer is asked to contribute them as his share to a campaign, he is going to put his heart into the effort. At least, he is not going to be wasteful in making up his list. And when the printed letterheads are sent back to him, all folded and ready for mailing, he is not going to let them lie under a counter. The thought of his investment in the letters will induce him to lose no time in getting the mailing to the post office.

A number of concerns provide an automatic mailing plan for their trade, which operates regularly once or twice a year. All the dealer is asked to do is to supply the mailing list. Again there are other companies that supply a free-mail campaign with all first orders, but after that if the retailer wishes to have another mailing the next year, he must pay twenty cents or some other fixed sum for every name on the list he sends in. This plan causes him to prune his list down to hard pan.

In general, having a tested system and operating it with intelligence and consistency is the thing that counts in this branch of advertising, just as it counts in every other branch.—[Ed. *PRINTERS' INK*.

The Best Mailing Plan We've Ever Used (*Printers' Ink Monthly*); August 1922; page 53.

Mail Campaign That Netted 51 2-7% Increased Sales (*Printers' Ink Monthly*); May 1922; page 37.

Careful Planning Gets Maximum

Results in an "Off" Season; July 27, 1922; page 17.

Intense Local Concentration Made This Dealer Campaign Successful; March 9, 1922; page 146.

Getting Quick Distribution among Dealers and Distributors by Mail; December 29, 1921; page 105.

This Letter Campaign Gives Personal Touch to Saw Selling; August 18, 1921; page 101.

Stage Managing the Dealers Displays; August 4, 1921; page 128.

Manufacturers' Plan Increases Charge Account Business More Than Ninefold; July 28, 1921; page 101.

Manufacturer Creates New Markets for His Products When Regular Market Flattens; June 23, 1921; page 17.

Crowding Successful Sales Methods on the Dealer; April 7, 1921; page 36.

How Goodyear Handles Dealer-Consumer Letter Service, October 9, 1919; page 154.

How Atkins Directs the Energy of Retail Salesmen; October 5, 1916; page 18.

Conserving Old Dealers Instead of Switching Agencies; September 28, 1916; page 48.

Patrick Company's Try-Out Demonstrations; December 30, 1915; page 18.

Letters to the Dealer's List That Cashed In; December 9, 1915; page 87.

Winning Back a Lost Foothold; February 4, 1915; page 37.

New York Export Managers Meet

At a meeting of the Export Managers Club of New York, on October 3, addresses on foreign sales were made by Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce of the U. S. Department of Commerce, and by Walter F. Wyman, sales and export manager of The Carter's Ink Co., Boston.

Joins Chicago Staff of Paul Block, Inc.

Frank Curtis, who some time ago was associated in the management of the Western office of the Kelly-Smith Company, New York newspaper representatives, has joined the Chicago office of Paul Block, Inc., newspaper representatives, New York.

Place Two New Accounts with Chicago Agency

The Standard Manufacturing Company, Cedar Falls, Ia., manufacturer of farm gates, and the Thermalene Gas Corporation, Kankakee, Ill., have placed their advertising accounts with Critchfield & Company, Chicago.

John W. Huntoon, for the last three years financial advertising representative of the Cleveland *Plain Dealer*, has been made business manager of *Finance and Industry*, a weekly business publication of the Fourth Federal Reserve District.

Chain Store Cultivates Travelers' Good-Will

When a chain system operates forty-three stores in nineteen cities it is apt to become known to many persons who travel in its territory. The Owl Drug Company, San Francisco, which operates a chain of drug stores, the majority of which are located on the Pacific Coast, with branches in some cities as far east as Chicago, evidently recognizes the value of the traveler's patronage. In newspaper advertising the company says: "Travelers are favorable to the Owl Drug Stores for many reasons—one in particular: Should a traveler purchase, for example, an article or preparation in either of our Denver stores today and find, after reaching any of the cities in which we have stores, that it is not up to the expected or promised standard, an exchange or refund will be made by the local stores just as though the transaction had originated there."

The advertisement also points out the advantage to the traveler of being able to duplicate purchases in any of the stores in the nineteen different cities. Should the traveler sojourn in a city where there is no Owl store, he is offered the courtesies of Owl service through correspondence with the home office. The copy closes with the company's statement that it is its desire that every one of the more than twenty-five million transactions which make up its annual business shall be a pleasant experience with no discordant reaction.

Will Advertise Dr. West's Toothbrush Widely

The Western Company, Chicago, manufacturer of Dr. West's Tooth Brush and Gainsborough Hair Nets, is planning a newspaper campaign in a hundred cities for Dr. West's toothbrush. The campaign will also include some national magazines. The Ferry-Hanly Advertising Company, Chicago, is handling this account.

John Watson Wilder Opens Agency in Chicago

John Watson Wilder, formerly vice-president of Albert Frank & Company, New York advertising agency, and until recently in charge of this agency's Chicago office, has opened an advertising agency under his own name in Chicago.

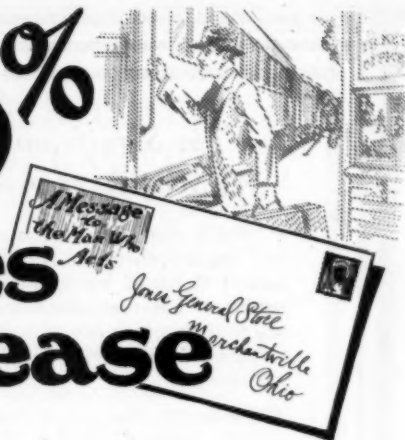
A. B. Lukens with American Press Association

Alfred B. Lukens, recently with the *Jewish Daily Forward*, New York, has joined the soliciting staff of the American Press Association. He was formerly with Verree & Conklin, Inc., publishers' representatives.

A. C. Stringer, formerly advertising manager of the Advance Automobile Accessories Company, Chicago, has joined the Barnett Furniture Company, New Orleans.

63%

Sales Increase



In one year a Canadian firm increased its sales 63%!

This increase was the result of a radical change in the firm's selling methods. Instead of salesmen, sales literature was employed to sell the firm's product in the small towns and villages.

This cut off the high selling expense and enabled the manufacturer to cover the entire field in a couple of weeks.

The sales manager, on being interviewed, told how \$13,000 worth of direct advertising brought in as much business as \$52,000 worth of personal solicitation.

Have you a selling or distributing problem?

There may be thousands of prospects scattered all over the United States who would sell

your product if they knew about it—or if an effort was made to sell them.

Why not solicit their business through the mails and increase your sales and profits just like the Canadian firm did?

Direct-mail advertising is the big business builder of today. Results have proved it.

It will pay you to test it on your product.

And when placing your order, select a printer who has a Cleveland Folder. He will do the work better, quicker and at less expense.

Send us your name and address and we will send you a portfolio of attractive folds that you can use for your direct-mail pieces.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

The Significance of "MEMBER of A. B. P."

ONLY such papers as can subscribe in good faith to the A. B. P. "Standards of Practice" are admitted to membership. These standards constitute a practical, working set of principles unsurpassed in any field of advertising or publishing.

A detailed, verified circulation statement must be furnished by A. B. P. members, but a paper may do this and still fall short of proper standards in other essentials.

The importance of verified circulation statements is not underrated by this association, but it believes just as strongly in high editorial principles, fair competition, clean advertising, the maintenance of advertising rates, honest methods of getting circulation as well as in measuring it, and a general publishing policy which seeks, first of all, the largest degree of service to the field of which the paper is a part.

So our members are required to maintain other standards of even more importance to discriminating buyers of space.

These select publications are being given preferred consideration not alone because they have deserved it, but because it pays the advertisers.

The ASSOCIATED BUSINESS PAPERS

Incorporated

Headquarters: 220 West 42d Street
NEW YORK

With 125 member papers, reaching 54 different fields of industry.

STANDARDS OF PRACTICE

THE publisher of a business paper should dedicate his best efforts to the cause of Business and Social Service, and to this end should pledge himself—

1. To consider, first, the interests of the subscriber.
2. To subscribe to and work for truth and honesty in all departments.
3. To eliminate, in so far as possible, his personal opinions from his news columns, but to be a leader of thought in his editorial columns, and to make his criticisms constructive.
4. To refuse to publish "puffs," free reading notices or paid "write-ups"; to keep his reading columns independent of advertising considerations, and to measure all news by this standard: "Is it real news?"
5. To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.
6. To solicit subscriptions and advertising solely upon the merits of the publication.
7. To supply advertisers with full information regarding character and extent of circulation statements, subject to proper and authentic verification.
8. To co-operate with all organizations and individuals engaged in creative advertising work.
9. To avoid unfair competition.
10. To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.

A. B. P.

"Member of The Associated Business Papers, Inc.," means proven circulation, PLUS the highest standards in all other departments.

Complete in Editorial Scope



One of the reasons for the immediate acceptance of the E M F ELECTRICAL YEAR BOOK as a daily reference volume on all electrical information and activities is the authoritative nature of its contents.

Over 30 contributing editors, each an authority in his respective field, collaborated in the preparation of the first edition.

This same noteworthy staff, somewhat augmented, is completely revising and enlarging the second edition, with the suggestions and counsel of many of the important engineering and trade associations in the industry.

The dependence of 8,500 of the most important electrical purchasers on the E M F ELECTRICAL YEAR BOOK makes it an advertising medium of unusual importance.

There is only one cost per year—but it works every day in the year.

Classified advertising can be secured at an extremely low rate per line. May we submit definite suggestions? There is no obligation.

ELECTRICAL TRADE PUBLISHING CO.

53 W. Jackson Blvd., Chicago, Ill.

NEW YORK
280 Madison Ave.

CLEVELAND
5005 Euclid Ave.

Also Publisher of THE JOBBER'S SALESMAN.

The Effect of the Present Economic Situation on Sales and Advertising

With Sane and Sound Prosperity Ahead, More Work Awaits Selling and Advertising

By B. F. Griffin

Associate Editor, *Boston News Bureau*

THE American merchant has never in modern times experienced an era of price vicissitudes so sweeping and dramatic as in the past three years. In that up-and-down swirl he beheld such extreme gyrations as sugar jumping from two to twenty-four cents and plunging back to one and three-quarter cents; calfskins climbing from fifteen cents to a dollar a pound and dropping again to thirteen cents; a yard of cotton cloth swinging from eight cents to twenty-four and back to eight. He was, like all of us, a partner and beneficiary in the extravagant commodity speculation, when selling became almost a lost art. For example, the era of the \$20 shoe and the silk shirt, when cases of shoes changed hands a dozen times before they were taken out of the case. He was a fellow-sufferer in the days of deflation, when inventories melted.

Is it any wonder that, poorer in pocket if richer in experience, he became again a cautious and conservative buyer in 1922—stocking up nowadays for sixty days where he used to figure on six months? Or that his shelves are comparatively light? Yet, even though his customers also are no longer extravagant, he is finding a surprisingly steady, growing demand. People have the need as well as the will to buy. It means the return of a sane, sound prosperity. That prosperity is attested by a hundred signs. The stock market gave its infallible clue by an advance of about 55 per cent in the average price of stocks since mid-summer of 1921. The credit situation—the strain on which had been the fundamental ailment—

has been transformed by a recovery in Federal Reserve ratio from near the 40 per cent deadline to almost 80 per cent. Time money has relaxed from almost 8 per cent to little over 4 per cent. Physical output and movement of goods have expanded, as shown by a gain of nearly 50 per cent in weekly car loadings since the first of the year; and the idle car surplus has now vanished. The question now, with our coal needs, will be one of adequate transportation. Building has reached three billions so far this year, against a previous high of two billions at higher costs in 1920. Where there were unemployment conferences a year ago there are signs of labor shortage and wage advances. And all this has happened despite the three great strikes—textile, coal and rail. Business was struck these blows on the head, but they couldn't keep it from climbing out of the hole. Excellent harvests are imparting now a further stimulus.

All this spells more sales of goods; more need for intelligently used ink in facilitating those sales, in the service of all concerned. There is much fallacious criticism of advertising that fails to appreciate that service. It is in essence the imparting of useful news concerning commodities. If the news is false, the goods won't long retain their market. It is as legitimate and serviceable a cost item in the exchange of goods as the freight rates for physical carriage. It is an infinitesimal charge against each unit of goods. It has done probably as much as any other single agency to lift the standard of American living, to diffuse the benefits of material progress, to stimulate the me-

From an address before the Springfield, Mass., Publicity Club.

At Midnight The Tariff Went Into Effect—

—that very day The Iron Age carried to the industrial world the full text of the Metal Schedule of the Fordney-McCumber tariff act. Many and important changes were made in the duties on metals and their products, particularly in duties imposed on various raw materials of iron and steel manufacture.

“A Journal of Substance

fo

NO other publication of the week of September 21 contained the text of this Metal Schedule—whose provisions and their effect have been so widely discussed among producers and consumers of iron and steel and other metals—and with it the corresponding duties of the Underwood-Simmons act and the Payne-Aldrich act.

Our readers have learned to depend upon The Iron Age for information found nowhere else in the business press. The enterprise and authoritativeness of The Iron Age in serving the most important industrial field since 1855 have made it known as "The World's Greatest Industrial Paper."

For the convenience of subscribers and the benefit of all others interested, The Iron Age is reprinting in handy pamphlet form the new Metal Schedule and the duties in the two tariff acts which preceded it. *Would you like a copy?*

THE IRON AGE

Established 1855

239 WEST 39th St.,
NEW YORK CITY



for Substantial Men"

chanical side of that progress.

An encouraging element also is the spreading of information among trades and customers as to the facts of business. The colleges no longer teach economics as a "dismal science." Harvard, which has studied shoes, groceries and jewelry, has just issued an illuminating survey on department stores which shows the significant fact that for 149 stores doing over \$300,000,000 business the 1921 net profit was but 1.3 per cent of net sales, as against 1.7 per cent in 1920. The Government, under the inspiration of Secretary Hoover, is doing and planning much to collaborate with trade associations in marshalling the statistics of business. So are the reserve banks. There is a wide and growing volume of business literature. It is "up to" every publicity man to keep himself informed, daily and at intervals, in detail on the data that make up both the history and the prophecy of business. Unless all signs fail, there will be plenty of both the facts and the business to engage his attention.

Death of Burns Durbin Caldwell

Burns Durbin Caldwell, president of Wells, Fargo & Co., and chairman of the board of directors of the American Railway Express Company, died Monday, September 25, while on a train returning from his vacation in Canada. Mr. Caldwell was sixty-four years of age.

His entire life was spent in railroad work. He started in as a clerk in an auditor's office and worked up to traffic manager and vice-president of the Delaware, Lackawanna & Western Railway. It was while he was in this position that the Phoebe Snow trade-mark was originated. Later Mr. Caldwell changed over to the express end of railroading. Here, also, he continued to hold a sympathetic attitude toward advertising.

Advertising Waxed Paper for Household Use

An advertising campaign to increase the use of waxed paper in the home is being conducted by the Hamersley Manufacturing Company, New York. Women's publications are being used. The company is featuring in its copy a package equipped with a cutter and a roll of "Hamersley" waxed paper.

Hanft-Metzger, Inc., New York advertising agency, has been appointed to direct this advertising.

Sound Advice for the Retailer

The American Specialty Manufacturers' Association has issued a card of suggestions for jobbers to pass on to retailers. Many of these suggestions, which are given below, relate to methods of ordering goods:

"MR. RETAIL GROCER:

"Do not give a specialty order unless you intend to accept delivery.

"When you give a specialty order, sign it.

"Always keep a copy of the order you give.

"Do not give a specialty salesman an order just to get rid of him. If you do not want the goods, say 'No' and stick to it.

"Do not permit anyone in your store to give or sign your name to an order, unless you intend to accept it. You are responsible for their acts.

"Do not pay any attention to verbal promises—always have the specialty salesmen write all conditions of sales on the specialty order.

"If any misunderstanding exists write our office.

"Do not have specialty orders duly given refused during your absence.

"If delivery is delayed and you cannot wait, get in touch with your jobber; if you do not do this, then you are obligated to accept delivery.

"Always remember—that your jobber has bought goods to fill the specialty order, and that it is exceedingly expensive for him to cart the goods to you and then cart them back to his warehouse.

"Turn out old stock first.

"Keep shelves and warehouses clean."

Ceylon Spice Company Appoints Philadelphia Agency

A campaign which will include newspaper and outdoor advertising, is being planned by the Ceylon Spice Company, Philadelphia, manufacturer of Instantaneous Tapioca. The account has been placed with The John Clark Sims Company, Ltd., an advertising agency of that city.

Mortgage Bond House Appoints Agency

Goodell, Willis & Company, New York, real-estate mortgage bonds, is running an advertising campaign in newspapers in the New York metropolitan district. The account has been placed with Williams & Saylor, Inc., New York advertising agency.

Will Publish Record of Shoe Trade-Marks

The Shoe and Leather Reporter, Boston, plans to issue a new service publication under the name of "Shoe and Leather Reporter Illustrated Record of Trade Marks of the Shoe, Leather and Allied Industries." It will be an annual publication.

Newspaper Circulation Determines Territorial Needs

THROUGH the use of newspapers you can concentrate on any given zone or territory, and by comparison of results quickly determine your needs—whether it is the lack of distribution, whether it is jobbing or retail needs, or whether your advertising must be different in this territory than others. Newspapers are, therefore, the most economical media in which to do your advertising.

Ask your advertising agent.

**Boston Globe
Baltimore Sun
New York Times
Minneapolis Tribune
San Francisco Bulletin
St. Louis Globe-Democrat
Philadelphia Public Ledger
Des Moines Register and Tribune**

Information regarding these trade centers and trade conditions will be gladly furnished by the advertising departments of these papers.

GUY S. OSBORN

Incorporated

CHICAGO

1302 Tribune Bldg.

DETROIT
701 Ford Bldg.

ST. LOUIS
401 Globe-Democrat Bldg.

For the 800,000 neighborhood stores and businesses, blotters are the most valued medium.



Where the dealer sells two rival brands of identical price and profit, one, by furnishing good blotters, benefits most from the retailer's advertising efforts.

50-50 Advertising

MOST good magazines are 50% reading matter and 50% advertising. Blotters are half utility and half advertising. No other paper used for advertising possesses this inherent advantage.

They give nearer to 100% circulation because they are considered as merchandise. They stay upon the housewife's desk when she writes out her shopping list—they are at the farmer's elbow when he orders goods from the city. They are on the desk of the hair-trigger executive when all other forms of mail matter are consigned to oblivion.

A million printing impressions upon a blotter will often deliver from five to ten million mental impressions, and mental impressions

are what the advertiser wants, though printing impressions are what he has to pay for.

Good successful blotter advertising is as different from the common garden variety as a beautiful color page in the magazine is different from an announcement in the Rooneville Trumpet.

In preparing your dealer helps, remember blotters are preferred by most merchants—are one of the few forms of advertising which neighborhood stores can employ. In many instances, they are the most productive medium for Main Street's merchants.

Our "Dictionary of Blotter Advertising" tells how manufacturers use blotters to help salesmen, for trade, packed with product and consumer advertising. The "Scrap Book" shows reproductions of good blotter campaigns, printed and lithographed on eight grades and finishes of Standard Blottings. Copies of both sent to executives without cost.

Standardize your blotter campaign, specify

REGISTERED **Standard** TRADE MARK
Blottings

*"More Mental Impressions from
each printing impression"*

Made only by

Standard Paper Manufacturing Co.,
Richmond Virginia

Sold by leading paper jobbers in the United States and Canada

Oct. 15th

The

Knickerbocker Press

will publish its first

complete

8-page

Artgravure Section

THIS increase, from four to eight pages in two months, is necessary because the all 'round excellence of The Knickerbocker Press Artgravure has made a tremendous hit with readers and advertisers.

National advertisers will be interested to know that The Knickerbocker Press Artgravure now carries more local advertising than any other gravure section in the state outside of New York city.

Rate 30c Per Line Flat

The Knickerbocker Press

ALBANY

"New York State's Greatest Newspaper"

John M. Branham Co., Representatives,
New York, Chicago, St. Louis, Detroit, Atlanta

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Alcogas, New Fuel, Makes Advertising Bow

New Product Made by the U. S. Industrial Alcohol Company Uses Newspaper Space

THERE seems to be a trend on the part of some of the great industrial corporations to develop new leaders for sale to the general public. The Anaconda Copper Company has developed both its copper shingles and its brass pipes. The General Chemical Company, as was recently announced, has added to its former consumer leader, "Ryzon" baking powder, the new product "Sofos." And now after years of experimentation, the U. S. Industrial Alcohol Company, which a year ago started to advertise "Alcorub" to the public, has put on the market in one city its new product "Alcogas." Rumors concerning this new fuel for automobilists have been flying thick and fast for two years. During the period of its laboratory tests, virtues and faults of all conceivable kinds were attributed to it by chemists and engineers.

Due to the remarkable distribution advantages now enjoyed by various makes of gasoline, it was suggested that it would be impossible to break into the market with a new product, such as a fuel for motor cars derived from alcohol.

During the time the laboratory experiments were being carried on, various engineers and many officials of the U. S. Industrial Alcohol Company have been driving cars which use the new fuel as motive power. The product was also tried out in motor-cars, trucks, motor boats and airplanes. Two weeks ago the officials of the company decided that it was time to go to the final judge of any new product—the public. A number of filling stations equipped to serve the consumer were opened in Baltimore and a newspaper advertising campaign in a list of Baltimore newspapers was started. The copy used does not go into technical details about the formula

of the new product. Instead, it makes a direct appeal to the motor car driver in terms of advantages to him. "Do you want to eliminate carbon troubles?—Use Alcogas," said the first piece of copy.

Other pieces of copy say "Alcogas entirely eliminates 'knocking' regardless of the accumulated car-

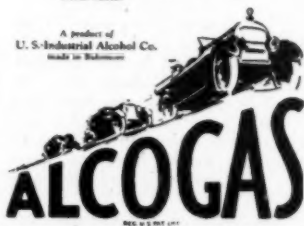
Do you want to Save Fuel ? —Use Alcogas

ALCOGAS can be used without carburetor changes, and will deliver the same power with less fuel.

ALCOGAS permits the use of very lean mixtures, which will result in still greater fuel economies.

ALCOGAS requires no changes in engine, carburetor or equipment, and can be mixed if desired, with other fuels.

A product of
U. S. Industrial Alcohol Co.
made in Baltimore



HOW ALCOGAS IS BEING INTRODUCED
IN BALTIMORE

bon, and therefore puts an end to carbon troubles. Because of the uniform quality of Alcogas and its entire volatility it burns completely. Alcogas requires no changes in engine, carburetor or equipment, and can be mixed, if desired, with other fuels."

"Do you want to save Fuel?—Use Alcogas." "Do you want to save Oil?—Use Alcogas." "Do you

want to avoid the repair shop?—Use Alcolgas." "Do you want to make Hills on High?" Each time the use of Alcolgas is suggested as the means of accomplishing these various advantages which the motorist desires.

A steadier flow of power, uniform quality, and similar talking points are used in the copy with none of the lengthy technical explanations so often present in the introduction of a new product. The experience of the U. S. Industrial Alcohol Company in introducing Alcolgas to the motorists, is being watched with interest by both manufacturers with a new product to introduce and advertising men generally. If the new product finds favor in its first market it is understood that other cities will be added.

Selling Profit Makers

A DEALER does not want goods—he wants profit-makers. He can get goods galore, from scores of sources. Nothing is easier. Competitors are besieging him on every hand—all offering him *goods*.

If his only problem were to fill his shelves and stock his ice-box, his buying would be the simplest task he has to deal with. It would be so simple, in fact, that it would be quite useless for any firm to hire salesmen to send to him. He would have no need for a salesman's advice and counsel.

That there is a distinction between goods and profit-makers is the first lesson that every salesman has to learn.

Every dealer who knows as much as the ABC's of his business makes the distinction for himself when he comes to buy.

Prove it. Take the label from the best known and best selling product you know. Put an entirely new label on the product. Pose as the representative of a new and unheard of firm. Even the most inexperienced dealer will refuse to buy; for he knows that a product without salability—how-

ever much merit it may have in itself—is entirely useless to him.

A salesman's business, therefore, is to prove that he has a profit-maker.

When he does this, he can sell any product to any dealer at any time. This statement scarcely needs a proof, for it is self-evident that no dealer in the world will turn down a product which he *believes* is a profit-maker.

Yet you find scores of salesmen who lose sight of their goal. They will talk *product*, but not *salability*. They will discuss the *outlet*, or the *demand* for a product, but forget to say anything about *methods for moving it*.—"Armour Magazine."

Invites Large Mail Users to Attend Postal Conferences

Mail-order houses and other large users of the mails are invited by Postmaster-General Work to send representatives to attend the conference conventions of postal employees, which will be held in every State in the Union during the coming year.

Heretofore the plans of these State gatherings called only for the assembling of postal workers, but the Postmaster-General has decided that important results in the expediting of the mails may be attained by having representatives of the big users of mails participate in the discussions, presenting their problems and difficulties in handling their daily output of mail.

H. Ledyard Towle with Frank Seaman

H. Ledyard Towle, formerly with The H. K. McCann Company, has joined Frank Seaman, Inc., New York advertising agency. Before joining the McCann agency, Mr. Towle had been an instructor in art at the Columbia University School of Architecture and the Board of Education, New York.

Farm Monthly Becomes Part of Los Angeles Paper

Orchard and Farm, which has been published monthly in Los Angeles, will appear weekly beginning November 1. It will become a part of the Sunday edition of the *Los Angeles Examiner*.

Joins Staff New York "Times"

Walter Sammis, formerly with *Editor and Publisher*, has joined the advertising and promotion department of the *New York Times*.

KODAK

In the Monitor

Kodaks are featured in many advertisements appearing in **The Christian Science Monitor.**

A considerable number of merchants who handle cameras and camera supplies are to be found among the Monitor's 3000 retail advertisers, and during the first eight months of 1922 the Monitor contained 237 local advertisements featuring Kodaks and Eastman products. Among the local dealers thus advertising Kodaks are:

The Camera Shop,	Berkeley, Calif.
Harms & Morse,	Berkeley, Calif.
J. B. Hunter Company,	Boston, Mass.
Iver-Johnson Sporting Goods Co.,	Boston, Mass.
V. E. F. Walker,	Brighton, England
Dixon & Hempenstall,	Dublin, Ireland
The Camera Shop,	Grand Rapids, Mich.
Vincent's Card Shop,	Long Beach, Calif.
Earl V. Lewis,	Los Angeles, Calif.
Marinstein,	New York, N. Y.
Willoughby,	New York, N. Y.
Smith Brothers,	Oakland, Calif.
Crandall's,	Palo Alto, Calif.
Frasher's,	Pomona, Calif.
The Bell Book & Stationery Co.	Richmond, Va.
The China & Gift Shop,	Richmond, Va.
Northwestern Photo Supply Co.,	Seattle, Wash.
C. E. & F. Pridham,	Torquay, England

Retail dealers are, as a rule, particularly willing to feature, in their own advertising, products nationally advertised in the Monitor.

This combination of national and local appeal, we believe, gives the Monitor a distinct and unique value to manufacturers of widely distributed goods.

Booklet listing 3000 Monitor Retail Advertisers, classified according to business, sent on request.

The Christian Science Monitor

An International Daily Newspaper

Publication Office, 107 Falmouth Street, Boston, Mass.
Branch Advertising Offices in New York, London, Chicago, Cleveland,
Kansas City, San Francisco, Los Angeles and Seattle.

Sales Problems in the Paint Industry

By H. D. Whittlesey

Managing Director of Sales, The
Sherwin-Williams Co.

THE three words resale, turn-over and volume sound the keynote of the endeavor we must all put forth today.

What's the answer?

A keener sales activity. If our products are better than the other fellow's, then we have a right to expect corresponding increases in volume. It behooves us to present our proposition attractively, or the other fellow will outsell us.

We must have better kept plants, better production, better looking products, better packing and shipping, fewer mistakes down the line.

Warehouses must be well located and efficiently serving the territories they are intended to serve.

Salesmen must give a type of service never before required to such an extent. There must be less duplication. There must be more emphasis on the goods and what they will do; clerks must be better educated to sell—they must know the whys and wherefores of quality, ingredients, purposes, etc. Price cuts little figure if the resale of the product is in the right hands. Put a Cadillac in poor dealer hands and you will immediately boost the sale of Lincolns.

New avenues of sale must be developed. We cannot keep taking business from our competitor without building new business and new markets. Creative salesmanship is the need of the hour. It must be specific, educational and thorough. So must the advertising of today. One cannot continue advertising for "general results" or his results will be very general. He must talk his product in terms of what it will do, how it will fit into the scheme of things, and it must be told in a human, readable way. Only a few people are relatively interested in

mechanics; masses of people are interested in the everyday stories of life and living.

The sales department must know who is buying its goods; who used to buy and stopped; why did they stop; what new trade is being added to the books; what dealers are being added; what dealers are being dropped; how is the volume changing geographically and why; what important towns and territories are undermanned or not manned at all; what is each territory producing per man per day per dollar of cost; what dealers are going ahead and what dealers are standing still and why; is the salesman taking orders or is he helping to resell for the dealer to make way for more goods; what classes of trade are being called on daily and what classes are being neglected; is too much time being spent on unproductive things?

We have a man-sized job ahead, but the victory will go to those who produce well, distribute wisely, turn over their investment frequently, sell hard and render a service to the buying public.—
Chemical and Metallurgical Engineering.

J. J. Reusch with National Sign Stencil Co.

J. J. Reusch has been appointed general manager of the National Sign Stencil Co., Inc., St. Paul, Minn. Mr. Reusch formerly handled sales promotion, advertising and copy department jobs for the Louis F. Dow Company, bank supplies and advertising specialties. He has also been advertising manager and assistant sales manager of the Waterman-Waterbury Co., manufacturer of heating and ventilating systems.

J. W. Cambridge with Federal Agency

J. W. Cambridge has joined the executive staff of the Federal Advertising Agency, Inc. He was formerly with N. W. Ayer & Son and The H. K. McCann Company.

W. H. Levings, director of publicity for the San Francisco Chamber of Commerce for the last three years, has joined the staff of the Knight-Coniham Printing Company of that city.

200 Trains a Day!

TWO hundred trains a day—river steamers, too—moving 200,000 tons of freight daily! Factories employing 105,000 people producing \$600,000,000 in merchandise annually!

Cincinnati is the center of a trade radius embracing more than three and one-quarter millions of people! Folks earn money in Cincinnati—and they spend it in Cincinnati!

Most advertisers know that the **TIMES-STAR** dominates this big field by their advertising experience in the Cincinnati newspapers. Every year they use more display space in the **TIMES-STAR** six days a week than in any other paper including Sunday editions. The space records for fifteen years prove this continuous, progressive, overwhelming preference of both local and national advertising.

The Cincinnati territory will prove out for you if you let the **TIMES-STAR** introduce you.



CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

*Wall Street
Journal 9/26/22*



UNDREAMED-OF SUCCESS WON BY 20th CENTURY LIMITED

NEW YORK CENTRAL'S 20-HOUR TRAIN BETWEEN
NEW YORK AND CHICAGO HAS MORE
THAN JUSTIFIED ITS SPONSOR

When the New York Central inaugurated the Twentieth Century Limited service between New York and Chicago 20 years ago, it was considered a bold and expensive advertising enterprise that would add to the prestige of the water level route, but would never become a direct contributor to the railroad's net income. There were times in the first year or two when the sale of tickets hardly more than paid for the coal burned by the locomotives on the run of nearly 1,000 miles.

But the late George H. Daniels, the passenger genius of the New York Central, who printed a million copies of Hubbard's "Message to Garcia," builded better than he knew. The Century has grown to be an indispensable necessity to American business and one of the most profitable trains in the world. Originally scheduled for 18 hours, the run has settled down to a more leisurely 20 hour, although special trains have covered the distance with absolute safety in less than 16 hours. The 20-hour schedule is likely to be maintained indefinitely because it accomplishes what the Century originally set out to do—save a business day between the two chief cities of the country.

Here are some facts and figures about the business done by the Century:

It brings into New York in a year more passengers than are brought into the port of New York in the first cabins of all the Atlantic liners.

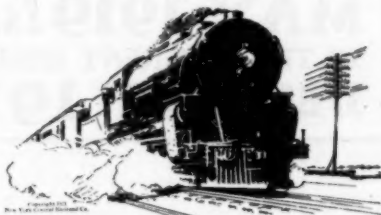
The number of passengers carried in the past 12 months is more than double what it was six years ago.

While a second section was a novelty before the war, now it is operated every day in two sections, sometimes in three and occasionally in four.

It carries four times as many New York-Chicago passengers as the competitive 20-hour train on the Pennsylvania.

Its gross earnings are upwards of \$6,000,000 a year. Since the war the overflow business from the Century has created two new eastbound trains, the 22-hour Fifth Avenue Special from Chicago to New York, and the recently inaugurated Hudson River Limited of the Big Four, which is operated as a third section of the Century. Westbound the Century overflow traffic is carried by the 22-hour Wolverine over the Michigan Central. So that virtually five overnight limiteds, operated in from seven to twelve sections daily, have grown out of Daniels's Twentieth Century Limited of 1902.

*The Quality
Group Regularly*



The Century— *the world's most famous train*

The Twentieth Century Limited, when it inaugurated the 20-hour service between New York and Chicago, brought the two greatest markets of the country within overnight reach of each other. This saving of a business day has been of incalculable value to industry, commerce and finance.

With ceaseless regularity this world-famous train—for more than 7,000 nights—has been making its scheduled 'flight between the port of New York and the head of Lake Michigan over the water level route of the New York Central Lines.

Travelers whose business takes them frequently back and forth between Chicago and New York

habitually use the "Century" because of its deserved reputation as the most comfortable long-distance, fast train in the world.

The equipment of the "Century" is maintained at the highest standard; its appointments, conveniences and cuisine are planned to meet the desires of the most exacting travelers; it lands its passengers in the heart of Chicago and New York.

The Twentieth Century Limited is the pride of the employees who operate it and guard it night after night, and it is the standard bearer of a service known the world over as the highest development of railroad transportation.



New York - Chicago
20-hour service

"Century" Westbound
New York 1:00 p.m.
Chicago 9:00 a.m.

"Century" Eastbound
Chicago 11:00 p.m.
New York 9:00 a.m.

NEW YORK CENTRAL LINES

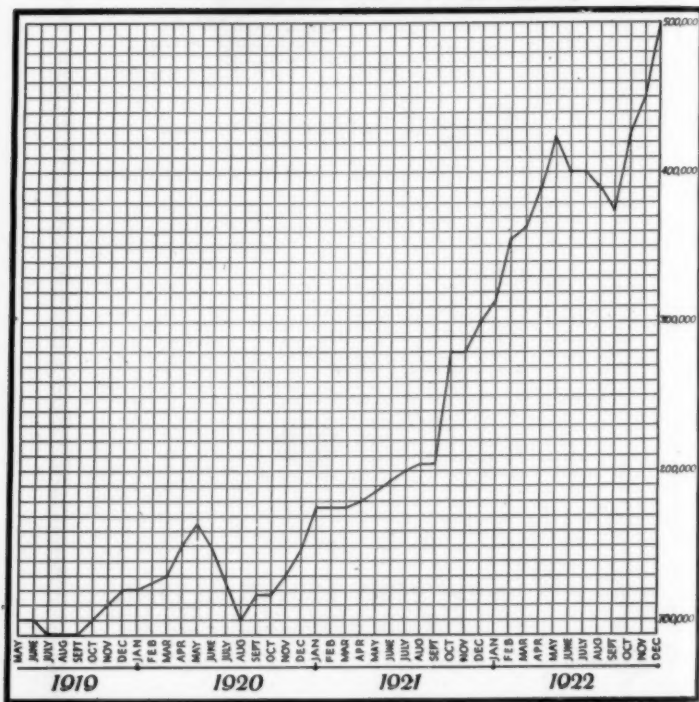
BOSTON & ALBANY - MICHIGAN CENTRAL - BIG FOUR - LAKE ERIE & WESTERN
KANSAS CITY & MICHIGAN - TOLEDO & OHIO CENTRAL - PITTSBURGH & LAKE ERIE
NEW YORK CENTRAL AND SUBSIDIARY LINES



CIRCULATION of True Story

From its inception with the—

|| **MAY 1919** issue ||
TO THE CURRENT ISSUE OF
|| **DECEMBER 1922** ||



America's Fastest Growing Magazine

Keeping Old Customers Friendly

The Manufacturer Must Have Co-operation from Retailers if the Company Is to Benefit by Customers' Good-will

By Robert Bostick

I DROPPED into Sommers' hardware store in my town recently to get some new wicks for our three oil stoves. Now Bill Sommers is a good merchant, and therefore his shop is a good "laboratory" for my use. That is why, when I say almost one-third of the whole counter on one side of the store given up to a display of Pyrex, I asked him why and how. There it was, all by itself with two or three well-printed dealer helps near it. A complete assortment of the well-known glass cooking utensils was carefully and intelligently displayed on a sort of sloping easel, with four shelves and a flat space at the bottom for the larger pieces. Attractive oil cloth formed a background for the Pyrex display.

I asked Bill whether the manufacturer furnished the display complete or whether it was his own idea. "We keep this display here all through the year," he said, "right at that counter. And it pays us to do it. We sell a lot of Pyrex. Our customers get used to looking in one place for it, and we can explain what it does and how, and tell the difference between Pyrex and the other cooking utensils we sell which you will notice are on the counter next to the Pyrex display."

I found that one other reason for the display was that the Pyrex salesman made it a point to call frequently and tell Sommers and his men of a new sales idea, furnish them with a new sales help sent out from the factory, and in many other ways help the sale of the product. So the thought really had come from the manufacturer's salesman in the first place. He had induced Bill to look on that display which they had put up as a little Pyrex store within the hardware establishment, by showing him how he could make a real

profit by keeping it there throughout the year. Then, by being continually on the job to help, this salesman—by keeping the dealer friendly—has done a fine job on the spot for both his company and his customer.

Of course Sommers buys Pyrex not as a consumer, but for resale. The incident, however, started us talking about keeping the old customer friendly, and Bill told me another incident.

Some time ago the local dealer for an office appliance which Sommers had purchased several months before called to see him.

"They have developed an improvement at the factory on the machine you bought six months ago, and if you can spare your machine for a day or two I'll be glad to take it around to our repair shop and attach it to your own machine. I think it really improves the machine and the improvement will be made without any cost to you."

Bill tells me he was surprised and pleased, and while he didn't take the man up, as his machine was giving good service, he thinks some day he will. But that company won a lot of good-will by its action.

"WORKING" THE DEALER—NOT WORKING FOR HIM

A manufacturer of some other line might point out that a company which went around scattering a new improvement broadcast among dealers was headed for ruin. But Bill and I didn't think so, as we talked it over in his store. He remembered a case of another company several years ago in a somewhat similar line which used to bring out new models almost every year and try to sell them to its old customers. "You can't get along without this new improved device," was the selling idea. The whole policy of

the company as reflected in its salesmen's talk seemed to be "make the machine bought a year ago obsolete and sell the man a new one." It was Bill's recollection that this company went broke about five years after it started this policy. Yet it can be imagined that some man, posing as a sales expert, pointed out the infinite possibilities of selling the old customers the new machine.

The company which offers to furnish the new appliance free to him, Bill thinks, won't go out of business but will prosper, because it recognizes the fact that present users are the best potential customers and boosters for the future. No office appliance or anything else lasts forever. Some day the present owner will have to buy again, and by earning his present gratitude by an act of courtesy the company is seeing to it now that a year, two years or three years from now he will be in the market for its machine again.

Last spring we purchased for the back porch of our house some advertised roll-up shades, designed to keep the sun out of the children's eyes in the early morning. These were purchased through a local screen company. Not being mechanical geniuses, we didn't get along very well when we put them up. Without any telephone call on our part, however, a week after we had bought them, a representative of the local company came around to see whether the screens were giving satisfaction. When he found we were having a little trouble he pitched in and fixed them so that they worked right. Here was a manufacturer a thousand miles away getting some real co-operation from his local dealer. If the screens hadn't been fixed as they were it is a safe bet that some evening a complaint might have been registered with the next door neighbor, who might, at that very moment have been thinking of buying that very kind of shades. Because they would much rather have such complaint made direct to them, many manufactur-

ers are now making it a practice to send out letters to customers who have recently purchased from local dealers, saying that they hope the product is giving satisfaction, and if anything is wrong they will deem it a favor if the purchaser will let them know.

Most manufacturers who have adopted this policy have found that boosts are more numerous than kicks. Sometimes well-founded objections to the service an article is giving are made direct to the manufacturer, which are then taken up with the local dealer. But oftener the reply gives the name of a neighbor who is thinking of buying, or a testimonial letter is received which can be used advantageously in the purchaser's neighborhood.

The Western Electric Company sends its salesmen to the purchasers of farm lighting outfits to see that the outfits are giving satisfaction and to be of any help possible. The De Laval Separator Company follows up the purchasers of its separators and milking machines with all possible help and advice. These are two good examples of industrial organizations that find this policy pays real dividends.

While the advantages of a policy of keeping the consumer satisfied with his purchase can easily be seen in the case of a product that will wear out in time, the manufacturer of a product that lasts a lifetime also finds that the influence the buyer can exert in the circle of his friends is an extremely valuable asset. The manner in which the Aladdin Company, maker of houses, keeps its customers sold is an excellent example.

Every year the company sends Christmas cards to every family living in one of its houses and a useful and ornamental present. Whenever a baby is born in an Aladdin home, the mother receives a baby book in which to enter all the details of the child's progress. Thousands of packages of seeds, bulbs and plants, carefully selected according to the climate of each particular section, have been

BOSTON

not difficult—but different



BY many an unfortunate advertiser Boston has been dubbed a difficult market. The job of winning unanimous approval of his product in all of Boston has stumped many a practical merchandising man. Nine times out of ten these advertising failures in Boston have their beginning in the improper selection of Boston newspapers.

BEFORE you buy a line of newspaper space in Boston you should understand that the people of Boston and its suburbs—the readers of your advertising message—may not be judged by your experience in any other city. A process of evolution as old as the city itself has divided Boston's people into two distinct and separate groups. It is no mere distinction of class and mass. Within both groups are found every kind and condition of Boston people.

YET there is a difference between these two groups of people—a difference so great that it has resulted in an unparalleled situation among Boston newspapers. There are four major newspapers published in Boston. Three of them serve one group of Boston people. You will cover this group if your advertising message is carried in any one of these three papers.

BUT the second group of Boston people is reached by one paper only—the Boston Herald-Traveler.

Unless your story is told to the readers of the Herald-Traveler you have ignored completely the most important and responsive section of the Boston market. Unless your story is carried in the Herald-Traveler, the Herald-Traveler readers will never see it. For by no other newspaper in Boston is the Herald-Traveler circulation reached.

THE national advertiser who contemplates a Boston campaign will require that proof be furnished of Boston's divided population and of the division of its newspapers. He will require proof of the superior importance of the Herald-Traveler circulation. Such proof the Herald-Traveler is prepared to furnish upon request.

For Boston presents an advertising problem that is not difficult—it is only different.



BOSTON HERALD-TRAVELER

distributed to its customers. Each year, for the past nine years, the company has held a garden contest. Photographs sent in by people who live in Aladdin houses are judged by competent landscape gardeners. Prizes are awarded in various groups, with grand prizes awarded for the whole competition.

In the field of technical products it is necessary for the manufacturer to do far more than install the apparatus and give the owner a few printed directions. The list would be large of manufacturers who have found it wise and profitable to give users special help in learning how to handle the product—who see to it by close personal contact that the machine is serving its purpose profitably.

The recent double-page advertising in women's magazines of the Apex Electrical Distributing Company offers a good example of a method that helps the buyer. A demonstrator is shown in the illustration pointing out to a recent purchaser the operation of the machine. The copy says "He comes to serve, not to sell." Four thousand Apex-Rotarex house-to-house demonstrators have been schooled in modern housekeeping methods for the benefit of women who have purchased or are thinking of purchasing a Rotarex clothes-washer or ironer or an Apex electric suction sweeper. "He comes," says the company, "to show you how to save time—how your hardest everyday tasks can be done in minutes instead of hours and almost without any physical exertion."

In many of the incidents mentioned above, the manufacturer is forced to put much of the responsibility for carrying out the policy of keeping old customers happy, upon the friendliness, initiative and responsibility of his local dealer. I happen to know of one case where a manufacturer is now using big space in the newspapers, urging the readers to write, telephone or call upon any owner or group of owners to ask whether or not a cer-

tain product has given satisfaction.

I also know the situation in two suburban districts near New York. In one of these districts the prospective purchaser who calls up a number of owners is going to get an enthusiastic "go-ahead" sign. In another district a man who calls up is going to get a lukewarm answer, to say the least, from the majority of the owners. One of the local agents has given unstinted and helpful service to the owners after he sold them. The other local agent has looked upon the transaction as closed after he delivered the product and received his check. The attitude of the latter dealer is manifestly unfair to the manufacturer whose national policy in the matter is well understood. This case will probably be automatically cured as soon as some of the owners who have been asked to give a recommendation of the product as the newspaper advertising suggests, write to the manufacturer and tell him their experience with his local representative. The resulting action will probably be either a change of local agents or an insistence on the part of the manufacturer that he change his tactics on the spot.

Many new ideas are continually being worked out by manufacturers to get in closer touch with their customers and to keep old patrons happy. One policy, however, is the backbone of all of them. Almost every company that wishes to keep this policy foremost is a consistent user of paid advertising. The heads of the company never forget that advertising, in addition to securing new business, must also keep old customers interested in the product they have bought—and that it goes right on, year after year, selling them on their purchase. With such use of advertising, many new and unusual ideas for keeping in closer touch with consumers are open to every manufacturer. Keeping an ever-increasing list of customers happy and satisfied is one of the best ways of striking paydirt that has ever been discovered in industry.



No. 3 of a Series—

The Professional Man. He specializes in technical knowledge. Naturally he turns to Popular Science Monthly to keep himself up-to-date on the news of science and mechanics.

Among Popular Science Monthly's 250,000 readers are—

47,008 Professional Men

45,864 Executives

36,244 Skilled Mechanics

The Professional Man Has to Know

The biggest class of men who have "the question-mark mind" are professional men. Whether engineers, doctors or lawyers, their success depends on a wide and thorough knowledge.

This is why the largest single class of men who read Popular Science are professional men. 47,008 Engineers, Doctors, Lawyers, Architects read Popular Science. They represent 18.8% of Popular Science Monthly's total circulation of 250,000.

Popular Science MONTHLY

Advertise to Men *through* Men's Magazines



January MOTOR Carries the Show to every State in the Union

The dominating four-page insert—printed in color—has been adopted as a standard unit of space by many of the leading advertisers who use the Annual January Show and Reference Number of MoToR. Such inserts permit the telling of an impressive story in an impressive way. Rates upon request.

THE New York Automobile Show is a great American institution. Each year it is visited by thousands of motorists and dealers who gather from the far and near corners of the United States.

Yet the Show is possessed of definite limitations. It can wield but a mild influence, for instance, upon the host of car-owners and dealers who are unable to make the trip to New York, even though they fully realize the importance of motordom's big annual event.

And this is one of the reasons that live manufacturers—manufacturers who must reach those who do not attend the Show as well as those who do—have always relied upon the Annual January Show Number of MoToR as the most reliable avenue of nation-wide approach during Show-time. For this famed dollar automobile magazine is the very Show itself to the stay-at-homes; it makes the Show a national instead of a local affair.

Of course, you will want dominant representation in this big Automobile Show on paper. You will insist upon the use of the magazine that carries the Automobile Show to every State in the Union. Space reservations are now being made.

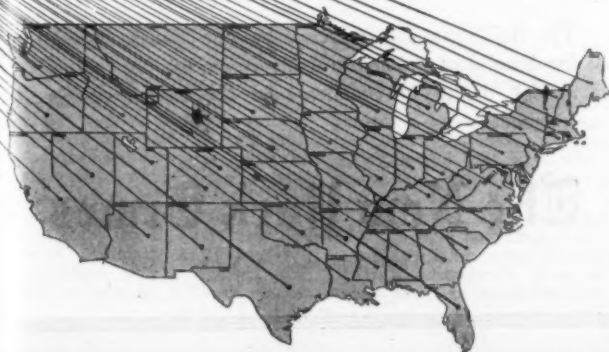
MOTOR

"The National Magazine of Motoring"

119 WEST 40TH ST.
NEW YORK, N. Y.

HEARST BLDG.
CHICAGO

DETROIT
KRESGE BLDG.



Many National Advertisers Use The New York Times Exclusively

Two hundred national advertisers representing a diversity of industries choose The New York Times as the only morning newspaper medium.

They have found by experience that The Times fills their requirements because the readers of The New York Times constitute the largest group of intelligent, prosperous and responsive persons ever assembled by a newspaper.

With a net paid daily sale exceeding 335,000 copies, with more than 500,000 persons buying the Sunday edition, The Times published 21,652,613 agate lines of advertising in 1921; 7,132,019 lines more than the next New York newspaper. It is purchased in 8,000 communities in the United States outside the New York metropolitan district.

In nine months of the current year, The Times published 17,441,572 agate lines of advertising, an increase over the corresponding period of last year of 1,803,027 lines, and an excess over the next New York newspaper of 5,011,938 lines, and more than The Times itself published during the whole of 1918.

The rigid censorship exercised by The Times, excluding fraudulent and doubtful advertisements, has created a high degree of confidence in the announcements accepted.

The New York Times

Times Square, New York

Giving the Hot Dog a New Sales Outlet

The Yankee Roll Company Is Offering the Baker a Real Specialty

EVERY Saturday Perkins' meadow lot is turned into an athletic arena. The local nine, the Murray Hill aggregation, known to friends and admirers as the "Silk Sox," plays visiting teams throughout the season. Sometimes they win—sometimes they lose. Once in a while the umpire is mobbed and there have even been fist fights in which various belligerent citizens of two rival towns in the discussion of a decision have battled valiantly.

But whether the home team wins or loses, one thing is always in evidence. The succulent "hot dog" doled out by Mike the sausage man does a thriving business. The odor arising from the frankfurters, cooked over hot coals, adds much to the enjoyment of the onlookers. Nor are Mike's customers only from *hoi polloi*. Ladies in big automobiles parked around the field will send their male escorts to Mike with the necessary nickel or dime to get what has become an American institution, the "hot dog." Known variously as Coneys, hot dogs, wienies, wiener-rolls, etc., depending upon the locality, this combination of a frankfurter and a roll has long enjoyed wide sales. At circuses, picnics, church socials, ball games, prize fights, beaches, parks, workmen's lunches, delicatessen stores, lunch counters, and at the little roadside stands they have for years been popular.

But there never has been anything standard about them. Quality, size and methods of cooking vary with the sort of man who keeps the stand. Some are extremely good, some extremely bad.

The history of this article of food is shrouded in mystery. Popularly supposed to have been developed originally at Frankfort-on-the-Main, they have been well known in America for many years.

In the past the only people who have made real money out of the big demand, which has come about mostly through word-of-mouth advertising, has been the frankfurter manufacturer. It is true that a year ago retail butchers, local sausage makers, casing manufacturers and local packers in Chicago united in a twenty-six-week advertising campaign to raise the lowly hot dog in the estimation of the public. It is understood that the results were extremely gratifying. But outside of this co-operative campaign and the advertising of farm sausages, which are an entirely different product, very little has been done in the way of securing new sales outlets or to standardize the hot dog.

But now comes a new idea, which, with the force of paid advertising, is going to try to give impetus to the whole industry. For the men who own the new Yankee Roll are going to offer to the baker, who up to this time has been pretty much without a specialty, an opportunity to cash in on the American appetite for frankfurters.

NOVELTY PRODUCT WILL BE ADVERTISED

The plan now being presented to a list of rated bakers in a direct-by-mail campaign, backed by extensive newspaper and outdoor advertising to make the new product popular, is a result of a discovery by a Bridgeport baker. Being a lover of frankfurters and rolls, he experimented until he developed a combination of ingredients which, when made into dough, would bake with meat and absorb its evaporating moisture, and when baked be dry and light.

The Yankee Roll, being advertised as "a frankfurter baked in a roll," is called a combination of "two of America's favorites—a juicy, succulent frankfurter and a

delicious, crispy roll baked together at one and the same time in the baker's oven. For the first time in history, spicy, delectable meat—baked, not boiled—adds its juicy zest to its crusty companion. A new combination—a new taste, that by the dime route will pull dollars in profits from the public's pocket into the bakers' bank accounts."

One of the reasons for going to the baker with this new propo-

foil package of cake chocolate and the ten-cent candy package have made millions for the confectioner. Eskimo Pie made an enormous amount of money and made it quick for the ice cream manufacturers—but the baking business, until now, has never had a specialty which had a long profit or a quick sale with a stable, substantial demand back of it.

"Now comes: Yankee Roll—a frankfurter baked in a roll, a specialty for the baker and one of the most powerful trade builders that has ever come to the baking business."

The product thus described as a new leader for bakers is to be taken as far out of the class of the less desirable frankfurter as possible. The frankfurter already sealed in the roll by the secret baking process is to be further enclosed in glassine with a trademark on the container. The eventual plan will be to suggest to the baker that he merchandise Yankee Rolls in half-dozen lots to consumers' homes by means of the grocery store and local baker, just as other rolls are now handled. In the meantime, the present method of merchandising is an interesting one. Exclusive franchises for making and selling Yankee Rolls are to be given in each city. Only one baker in each community will be allowed the privilege. In this part of the merchandising plan certain problems which proved difficult in the Eskimo Pie campaign have, it is understood, been successfully overcome.

The exclusive licensee is allowed by his contract to make and sell from the formula and plan controlled by the Yankee Roll Company. The company will send a man to help the baker both in the new method of manufacture and to help in his selling plans. Special flour, and the manner of mixing and making are the features which protect the Yankee Roll from unauthorized and unlicensed competition. The company is to inspect all frankfurters and the finished product, the sausage in the roll, to see that they are up to a certain standard.



HOW NEWSPAPER ADVERTISING WILL
INTRODUCE YANKEE ROLLS

sition and letting him find his own sales outlet is suggested to bakers by the controlling company in this way:

"The usual profits in the baking business are small. The lack of specialties has held the baking business back in this respect. Bread and rolls are staples like sugar, steady demand, short profits. The big bakers operating up to hundreds of wagons have made money by getting a tremendous volume of business. The small baker, as a rule, has just been able to get by and stay in business.

"The ice cream soda and the sundae made the soda fountain business a big profit maker; specialties like 'Life Savers,' the tin-

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When Mrs. Scott suggests:- 20,000 housewives enrolled in THE NORTH AMERICAN COOKING CLUB — buy

TWENTY thousand housewives, staunch followers of Mrs. Anna B. Scott, The North American Cooking Expert and Food Economist, are today enrolled in this club; 20,000 housewives whose implicit confidence leads them to buy whatever products are advertised in The North American. And these 20,000 women most likely feed every day 100,000 hungry mouths!

What is this ready-made market worth to you?

The North American is the most influential medium in the Philadelphia Trading Area—the richest territory in the United States. It brings the advertiser's message to families who have lived in this territory for

generations; thinking, progressive families who adhere strongly to the ideals of Rooseveltian Americanism, who believe that the home is the center of family life and who, for the greater part, own their homes.

Thousands of The North American readers own automobiles; tens of thousands have charge accounts in Philadelphia stores. All have implicit faith in the honesty of The North American that is nothing short of absolute DEPENDENCE.

The North American is strictly a home newspaper. Eighty-five per cent of its circulation is delivered by mail or carrier directly into the homes of its readers—the most prosperous homes in the Richest Territory in the United States.

ITS CHARACTER CREATES CONFIDENCE

THE NORTH AMERICAN

PHILADELPHIA

NEW YORK

Geo. A. McDevitt Co.
303 Fifth Ave.

DETROIT

Woodward & Kelly
408 Fine Arts Bldg.

THE OLDEST DAILY
NEWSPAPER IN
AMERICA — 1771

CHICAGO

Woodward & Kelly
811 Security Bldg.

SAN FRANCISCO

R. J. Bidwell Co.
742 Market St.

By taking frankfurters out of their environment, which, in many cases, prevented a certain number of people from buying them, the Yankee Roll intends to go out to the great number of people who, it is thought, would buy frankfurters now because of their good flavor and food value, if they were sold in a neat and unusual way.

The present distributor for frankfurters, the keeper of the little stand, will be ignored in the company's advertising except where the licensed baker decides to sell him. In those territories where the plan has already been tried out the usual course has been, however, for the baker to work new sales outlets for the new product rather than sell through the old distributors.

If the big potential class of consumers has not purchased because it would not go to the usual sales outlet, it is to the baker's advantage to discover new sales outlets which will be suitable and convenient for his new class of consumer.

The first set of salesmen has been started out by the company this week to sign up new distributors, and the circular mentioned above is being mailed to 15,000 well-rated bakers. Advertising—the expense divided between the Yankee Roll Co. and the local distributor—will start in New York and Providence immediately, and cities will be added as satisfactory licensees are secured.

Although the whole plan, so far, has been directed to the baker, the man who bought the rights for Rhode Island is a big maker of frankfurters. He entered the new business by another route since he started from the frankfurter end and has since purchased a bakery where he will make the new product.

This attempt of the Yankee Roll to change the method of distributing the frankfurters, to raise the hot dog from its lowly state by a new idea, to handle the difficulties in the way of licensing men in all parts of the country for a new product will be watched with much interest.

Americanizing the American Export Business

A real old-fashioned housecleaning to eliminate the "fly-by-night" trader, the non-American "hanger on" and the unscrupulous and insincere element generally from the American export field was advocated in an address by Dr. Julius Klein, Director of the Bureau of Foreign and Domestic Commerce of the Department of Commerce, speaking before the Export Managers Club of New York on October 3.

"With improving conditions," Dr. Klein declared, "these undesirables are beginning to reappear in export centres. It is the duty of every believer in the economic future of this country," he said, "to help stop their operations."

According to Dr. Klein, our exports are now moving out at the rate of nearly \$4,000,000,000 a year. This business must not be jeopardized by the dealings of "irresponsible opportunists."

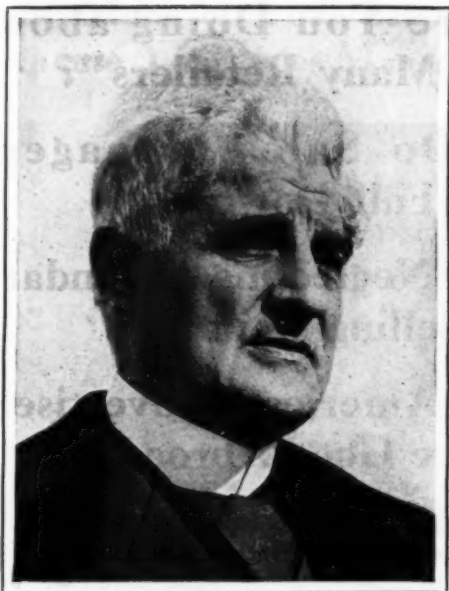
The tempting openings for these "Wallingfords of Export" are multiplying every day. Our sales abroad are no longer confined to a few big self-selling staples like cotton, wheat or copper. Nearly 49 per cent of American exports are now made up of manufactured or partly manufactured articles, great quantities of them being the products of factories which were expanded during the war and are now realizing the value of permanent overseas outlets.

Dr. Klein predicted a gradual but sound rebuilding of our export trade. In connection with our future welfare in the overseas markets he asserted that "price cutting, long terms," are not the trumps in America's hand. In his opinion "well-directed sales effort, honest desire to do business at a moderate but adequate profit over a long term of years, co-operation with the foreign distributor and well-conceived advertising are the weapons of America, and they can be used just as well by the small soap manufacturer who knows the wants of his foreign customers and how to satisfy them as by the most gigantic corporation of which our nation boasts."

Distributes 500,000 Quarts of Milk Daily

An average output of more than 500,000 quarts of milk per day is handled by the Sheffield Farms Company, Inc., New York milk distributor, states the company's president, Loton Horton. This milk is received through seventy-six stations, owned and operated by the company and located in New York, New Jersey, Pennsylvania and Vermont. For the scientific handling of its product, the company owns thirteen modern pasteurizing and bottling plants, seven of which are located in New York City. Distribution is effected through the operation of 200 stores and 1,300 delivery routes, for which it is fully provided with delivery equipment.

Mr. Horton states that the average annual net earnings of the company for the four and one-half year period ended June 30, 1922, were \$721,230.



*David Belasco
is one
of the foremost
leaders of
American drama*

Why David Belasco Reads The Outlook

THE value of The Outlook lies in its breadth of vision, normal view-point, and unswerving steadiness of purpose. The ideal precedes all things, and a magazine without an ideal is like a man without a country.

The view-point of The Outlook is much needed in these excitable times. Progress, development, and rational growth are attained only under normal conditions. That we are reverting to a steadier mood, must be evident to all who think profoundly. Jazz in thought and writing is merely a phase, no deeper than the music which suggests the name; it is rather like a gay circus in a side street that soon passes by. When the brief glamour has vanished, the boys and girls go back to their studies.

Those who write must bring new faith and courage to all who labor for the welfare of mankind. The world has good sound reason to look forward to great international achievements.

America is the most idealistic country, as its past proves. The wise journals of the present are those that inspire hope in its future.

What Are You Doing about "Too Many Retailers"?

Where Do Sales Managers Fall Down?

Are You Neglecting Secondary Selling Points?

How Do American Advertisers Make Good Abroad?

EACH question brings up a problem of vital importance to your business today. Yet each problem is being answered or has been answered by some advertiser with unquestioned success.

In *Printers' Ink Monthly* for October you will find the results of their work, the real nuggets of fact sifted through the screen of analysis.

Hart Schaffner & Marx are saying "No" to the question of "Are there too many retailers?" and backing their answer by constructive advertising of a new kind.

A salesman who has studied the work of his sales manager and his relations with his subordinates tells frankly where his boss falls down.

Donald Argyle, one of the consumers to whom you advertise, tells how he and his friends are being made to buy by selling points that may seem trivial to you.

The Eastman Kodak Company has built up a highly successful sales mechanism for selling their products in foreign markets. Why this company competes successfully with foreign manufacturers is told by Edward Hungerford in the *October Monthly*.

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185 M

How Many of Your Salesmen Could Step into Your Sales Manager's Shoes?



R. P. Smith

General Sales Manager, William Nielson, Ltd.

THE dealer is really our sales contact, and our salesman in the territory is a territorial sales manager, who asks his dealers (his salesmen) to distribute our goods to the best advantage."

In this way R. P. Smith summarizes his company's sales policy—a policy that builds a closer contact between dealers and salesmen and teaches the salesmen the fundamentals of management.

For instance, one salesman recently recommended that an old account be dropped and a new one taken on, although the old account was still turning in good orders. His reason was that the new dealer was progressive and would dominate the field within a few years, while there was little hope of jarring the old account out of its set ways.

What the policy is and how his company is working it out are told by R. P. Smith himself in "Why Our Salesmen Have the Management Viewpoint" in the October issue of

PRINTERS' INK MONTHLY

25 cents a copy

\$2.00 a year

185 MADISON AVENUE

NEW YORK CITY

Forms for the November issue close October 20



ERWIN, WASEY & COMPANY
Advertising
CHICAGO

NEW YORK

PARIS

LONDON

If our work is as fine as
our clients say it is, that
is because our men spare
neither time nor pains
to make each job repre-
sentative of the best ef-
forts of this organization

We have complete advertising organisations in both
London and Paris, for the service of clients doing
business in the United Kingdom or on the Continent

Distribution Must Be Stripped of Its Superfluities

How the Manufacturer Can Help

An Interview by Roy Dickinson with

John E. Edgerton

President, National Association of Manufacturers

THE clerk who has to report every morning at 8:15 sees on his way to work hundreds of little shops, meat stores, grocery stores, art shops, hardware stores, etc. He often thinks in his innocence, "how nice it would be to own a little store, live above it—no subway crush every day, no tiresome commuting, nobody to call me down if I'm late or want to take in a world series game."

If he investigates he is apt to find out that most of the storekeepers would have been better off if they had invested their little capital in Liberty Bonds and were to work for somebody else. He starts to wonder how they all make a living.

The question of who is to blame for the present crowded retail condition will probably be discussed for some time. The manufacturer has been given part of the blame. The consumer, too, is not blameless. The woman who refuses to walk three blocks down the street to deal with a retailer who is able to serve her better and at less cost, is doing her share to add to the present confusion.

The rate of mortality among retailers reminds one of the year of the great plague in London, about which Daniel Defoe wrote so entertainingly. To the disinterested observer it might appear that the problem of too many retailers would take care of itself. The efficient chain store with its modern methods of buying and selling or better individual storekeepers will put out the inefficient retailer and "all will be well," says Pollyanna. The only trouble with this pleasant and optimistic attitude is that every day in many little towns, cities and suburbs in the country, some new and inefficient man is starting up in an

overcrowded field. The manufacturer a thousand miles away sends a member of his sales force to call on this retailer and the hundreds like him, who according to statistics, will fail within the twelvemonth, and the salesman's and the manufacturer's expenses of selling are run up.

Efficient retailers know that the condition is bad. They would like to see something done about it. Manufacturers and likewise producers of farm and dairy products know how much it is costing them when a man who knows little about the grocery or the fruit business, sets up his little shop and goes broke later. And the consumer knows that there are too many of certain types of retailers and not enough of others to serve him. He wonders why some wise providence does not see to it that the retailer who is going to open a store makes a real investigation before he starts, to see what kind of a shop is actually needed.

WEAK JOBBERS BREED WEAK RETAILERS

In certain lines of the textile industry a big consignment leaves the manufacturer's plant and goes to a large wholesaler. He breaks up the lot and sends some of the product to the next jobber. Every part of the original shipment passes through eight distributors' hands before it reaches the retailer. The smaller jobbers have to help the young man get into retailing easily so they can get rid of their little lot. They make it too easy for him. So the jobbers' habit of breaking up the original shipment into infinitesimal lots may have a direct bearing on the case under discussion. One good wholesaler or perhaps two could perform all the real service necessary.

The worker at the bench agrees with the manufacturer that there are wastes in the present distribution system. It is one of the few things upon which labor and capital and management do agree at the present time.

I wanted to find out how manufacturers felt about this problem at present, so I went to John E. Edgerton, president of the National Association of Manufacturers. Mr. Edgerton, recently re-elected president of this association which has more than 6,000 members, has been called the ranking officer of organized industry in America. He is a mill owner and blanket manufacturer in Nashville, Tenn. At the President's conference on unemployment last year, of which he was a member, Mr. Edgerton's voice was always heard upon the side of constructive suggestions. His views on this apparent weakness in our distribution system is based upon a fundamental concept of service.

"It is very obvious," he says, "that we cannot hope to solve permanently our pressing problems without considering in connection with them the spiritual forces that influence human conduct. At the root of every economic problem there is always a moral problem which cannot be detached from it. The two chief problems of this hour are a world production sufficient for world needs, and a simplified system of distribution that will reach to every human being.

OBLIGATIONS OF RETAILERS TOO LITTLE APPRECIATED

"The proportion of consumers to producers is too large. The energies and talents of too many people, many of them unfitted for it, are engaged in the processes of distribution. Men go into the business of running a retail establishment for pet dogs, a walking cane emporium, a canary bird dispensary, a butcher shop or a grocery store, in many cases not because they think they can be of service to the community, but because they think it is an easy way to make a living, without giving its equivalent in service. It seems

to me to be a basic principle of conduct that no man should feel satisfied in a position of any sort unless he feels that he is performing a real service to his community and to his nation. Unless he is performing an essential service, it is time that he got into some business where he can. It seems to me that there is too much talk abroad in the land about 'rights.' A man who starts another grocery shop in a small city where there are twenty-five others thinks that he has a 'right' to stay in business. He resents very much the coming of a more efficient neighbor or chain. Labor talks a lot about its rights. I should like to see a great many superfluous people turn from a talk about 'rights' to a talk about 'obligations.' The man who is busy performing his obligations doesn't go around yelling about his 'rights' very much. He has a habit of taking care of himself if he is performing his obligation and his service well.

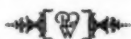
"The successful manufacturer of today is building his success upon a basis of service. His is the business of getting more for the money to more people at less cost, and advertising has helped greatly in this principle of modern merchandising. In many cases his cost of business is being run up and he is being hindered in his desire by the mass of non-essential things in the long chain of distribution.

"The wholesaler and jobber who perform real service have of course a definite place in our present scheme. But there are a number of jobbers and a great many retailers who seem to be obstacles in the path from the manufacturer's plant to the consumer's home, and who perform no real service along that route.

"Many a man starts in the retail business on the basis of asking himself 'Now what can I do that's easy to make a living?'

"There is George Henderson, let us say, who has inherited some money. He goes down to a village—preferably with a golf course near by—and looks around. He finds there enough grocerymen to furnish the population groceries

Do You
Pay Enough Attention To
ATTENTION?



No matter how bulging the beads of perspiration which pearl a Copy-writer's brow in the travail of creation, he might as well whisper down a well or apostrophize the thunder, if he doesn't get Attention to his printed lines. We are Specialists in Attention-Getting. We grasp its transcendent importance. We bring to the Guild of Typography affinity of purpose and elasticity of mind that stretch to the finer phases of Advertising, not simply a galaxy of some fine Advertising Faces.

PHILLIPS & WIENES

Typographers Who Prove It With Proofs

314 EAST 23RD STREET

NEW YORK

J. M. STEPHENSON

Publisher

SOUTH BEND NEWS-TIMES

announces the appointment of

LORENZEN & THOMPSON, INC.

with offices in

NEW YORK

SAN FRANCISCO

CHICAGO

LOS ANGELES

as

National Advertising Representatives

Effective October 5th, 1922

and allow for a lot of expansion besides. He finds three good shoe stores there, and two jewelry shops. He finds an umbrella emporium and five butcher shops running well. While he is making inquiries the postmaster tells him that there isn't a good blacksmith shop in town, that the one tractor repair shop is overrun with work. Or the man who owns it is a hog, charging too much for his present monopoly. Does George start a new blacksmith shop or a new tractor repair shop? He does not. They sound entirely too much like work. He opens up for himself another little grocery store and talks loudly about his 'rights' to make a living.

SCHOOLS COULD TEACH BOYS WHERE THEY CAN BEST SERVE

"I think our schools could help somewhat on the present problem. There is too much of the thought, when a young man gets ready to choose his life, to base his idea entirely upon money. He hears about a friend of his who preceded him a few years in school, who has made money in financing the purchase of automobiles, or speculating in raw silk, or buying and selling warehouse receipts. He says to himself, 'I have as much sense as that fellow has. I guess I'll get into that kind of business.'

"I believe that if the young men of this country were taught in the schools to make their choice of a vocation—on aptitude of course—but primarily on where and how they could be of the greatest service, there wouldn't be the present over-crowding of the retail field.

"I believe, too, that the manufacturer who has built his business on the service idea can help considerably. One of his methods of doing business is to instruct his sales force to be of help to the retailer who is selling his product in the local communities of America. Helpful ideas in storekeeping, in the display of goods and in thinking out new uses for the product locally and of new ways to sell it, have been suggested time without number to the retailer by the sales forces of manufacturers.

"But the manufacturer whose

sales force is interested primarily in 'getting rid of the goods' at any cost, must take some of the blame. For he has given his salesmen the wrong attitude toward the retailers on whom they call. This type of salesman is often able to influence the credit department to allow the shipment of goods to a retailer who has been dishonest or extremely questionable in his methods of doing business with his local customers. By allowing merchandise to go to this type of retailer the wrong kind of salesman and the wrong kind of credit manager encourage a man staying in the retail business who has no moral right there.

"Many a retailer starts in business on a shoestring. What money he has may be tied up in fancy equipment and fixtures—very little left for goods. The manufacturer's credit man who sells him goods on long-time credit is not morally fair to his concern, to the man himself nor to business generally. If the man who wants to start a new store on an inadequate basis, either too little money, or a noticeable lack in the desire to serve, doesn't know he is probably going to fail, it is up to the manufacturer to help him realize it. The man with a real desire to serve, knowledge, and a willingness to work should be encouraged. If a salesman overstocks a retailer without giving him help and suggestions as to how to resell, if he loads up the shelves by his power to convince, and thinks he has put something over when he has sold an inefficient storekeeper too much, he is adding to the present troubles in distribution. If the manufacturer does not give the retailer hints on turnover and inventories based upon his own experience as a successful business man, he is not doing all he can to help the situation he deplures.

"No manufacturer or his salesman should let the desire for an immediate order blind him to his fundamental obligation of service.

"But the selling forces of a greater number of big manufacturers have acted as traveling counsellors to the retailers upon

whom they call. They have been furnished with a great mass of material by their company, designed primarily for the help of their customers. They realize that the retailers who are buying from them are not buying for their own use but for resale to the people of their community. The intelligent salesman, who investigates the sales possibilities of the town, and the standing of the retailer upon whom he is calling, can without trouble find out the spiritual attitude of that man toward his community.

"Is he looking upon his store and his business as an easy way to make money, or is he giving true service to the community of which he is a part? Does he talk and think mostly about his 'rights' or is he more interested in his obligations? If the manufacturer and the manufacturer's salesman meet the local retailer on a common basis of service they will get a man who also gives service.

"There are, indeed, too many retailers at the present moment. There are too many superfluous people all along the long path of distribution. And when you add to the superfluous number of distributors of the products of the manufacturers the countless host of those whose chief activities seem to be to reform, regulate, inspect, denounce, tax, plunder, and otherwise live upon those who are trying to produce something, it will not be difficult to discover one of the principal factors of the continuing high cost of living.

"Our two great problems today are to stimulate production and to strip distribution of its vast superfluities—and to solve them will require reliance quite as much upon moral influences as upon physical and mechanical forces."

Edwin H. Pace, Jr., who for the last two years has been sales advertising manager of the Universal Auto Company of Hartford, Conn., has joined the sales department of the Phoenix Mutual Life Insurance Co., Hartford.

J. A. Lutz, advertising director of the W. B. Saunders Co., Philadelphia, has been appointed instructor of the advertising class at the Philadelphia Y. M. C. A.

Will Act as Buyer's Guide in Chicago Market

A trade department which has for its purpose the aiding of retail merchants who buy in the Chicago market has been organized by the Chicago Association of Commerce under the direction of W. L. Ware, trade commissioner. The bureau began operation October 2, working in connection with the Interstate Merchants Council and the sales managers in leading manufacturing and wholesale establishments.

Speaking of the work of the bureau, Mr. Ware says: "We shall familiarize the buyer, before he starts out on his trip, with the lay of the market. We shall start him on his way through the market with a personal guide. This should interest merchants in Chicago and cause them to come again after an acquaintance here has been established.

"We have asked for the co-operation of sales managers in our leading manufacturing and wholesale establishments, so that when we introduce visiting merchants in any house the introduction will be continued in that house, and at the completion of the buyer's visit there he will be conducted to the next house in the market that he wishes to visit. We are also enlarging the scope of our business opportunities service and doing some intensive work in classifying our market according to the peculiar needs of our trade department, so that when inquiries come in for merchandise in any line we may immediately form a connecting link between buyer and seller."

An American Advertising Man in Germany

In a letter to William H. Rankin, president of the Wm. H. Rankin Company, James Gillroy, vice-president of the O. J. Gude Company, outdoor advertising, has set forth some of the experiences that he has met with in Germany. This letter, written at Baden-Baden, read in part as follows: "Things are terribly upset here. Marks at 1500 to \$1.00. Camel cigarettes sell for 80 marks; Omar, 80 marks, Fatimas, 80 marks, which means five cents in our money. We have sitting-room, three bedrooms and two baths at this wonderful hotel, for which we pay 19,000 marks per day, or less than \$12.00 per day. For five people we had dinner last night: 5 soup, 2 fish, 5 chicken en casserole, 3 potatoes, 3 beans, 3 Scotch and soda, 3 cordials, 3 ice cream, 5 bread and butter, 3 cauliflower and 1 quart of good Rhine wine.

"The whole thing figured 9,000 marks, or \$6.00, and that means the finest food I ever tasted, and big portions at that. Beer figures one and one-half cents a large glass. One quart of the best champagne, 95 cents. They don't know what to charge, they are so upset. We gave a porter 500 marks for carrying our baggage, which means thirty cents, and he nearly died. We had to get the smelling salts to bring him to. We had an automobile for eight hours, a Mercedes limousine, with a good driver; with five passengers drove 100 miles and with a big tip it figured \$5.00."



Why do we lay so much emphasis upon the need of good copy?

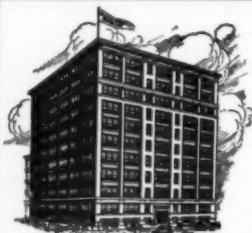
For your answer look over current advertising. It averages a great deal better than 10 years ago; but there is still a long way to go.

Good copy means: know your product; know your market; get the feeling of the people who should buy your product.

Then say your soul to them!

John O Powers Co

50 E 42nd St New York
Advertising



One of the largest and most complete printing plants in the United States

Day and Night Operation

The best quality work handled by daylight.

You will find upon investigation that we appreciate catalogue requirements and that our service meets all demands.

Printing and Advertising Advisers

We assist in securing catalog compilers, advertising men, editors, or proper agency service, and render any other assistance we can toward the promotion, preparation and printing of catalogues.

Catalogue and Publication PRINTERS

ARTISTS—ENGRAVERS—ELECTROTYPERS

Make a Printing Connection with a Specialist and a Large and Reliable Printing House

OUR SPECIALTIES:

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists
- (7) Also Printing

Such as Proceedings, Directories, Histories, Books and the like. Our complete Printing Equipment, all or any part of which is at your command, embraces:

TYPESETTING (Linotype, Monotype and Hand)

PRESSWORK (The Usual, also Color and Rotary)

BINDING (The usual, also Machine Gathering, Covering and Wireless Binding)

MAILING ELECTROTYPING ENGRAVING DESIGNING ART WORK

If you want advertising service, planning, illustrating, copy writing, and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you. If desired, we mail your printed matter direct from Chicago—the central distributing point.

Business Methods and Financial Standing the Highest (Inquire Credit Agencies and First National Bank, Chicago, Illinois)

Proper Quality

—Because of up-to-date equipment and best workmen; clean, new type from our own foundry and used once only; modern presses of all kinds.

Quick Delivery

—Because of automatic machinery and day and night service; binding and mailing equipment for the largest edition.

Right Price

—Because of superior facilities and efficient management.

Our large and growing business is because of satisfied customers, because of repeat orders. We are always pleased to give the names of a dozen or more of our customers to persons or firms contemplating placing printing orders with us. Don't you owe it to yourself to find out what we can do for you?

Q Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let us Estimate on Your Next Catalogue
The Large and the Small Orders
(We Are Strong on Our Specialties)

Printing Products Corporation

Executives:

LUTHER C. ROGERS, Chairman Board of Directors.

E. E. LAXMAN, President and Gen. Manager

M. J. WHITCOMB, Vice President, City and Country Publication Sales.

F. E. FREELAND, Secretary and Treasurer.

W. MACDONALD, City Catalogue Sales.

A. R. SCHULZ, Country Catalogue Sales.

Formerly ROGERS & HALL COMPANY

Catalogue and Publication PRINTERS

Tel. WABASH 3380—Local and Long Distance

Polk and La Salle Sts., Chicago, Ill.

Bootleggers of the Advertising Business

The Business of Trading Harmless Little Stories for Advertising That Costs Publishers Real Money

By Samuel O. Rice

THE best horse doctor between Denver and Cincinnati took a course in news writing in a school of journalism recently. The doctor is a sort of livestock commissioner, an expert technical adviser to the livestock industry of one of the biggest agricultural States in America. As such he not only has to deliver the goods, but he must let it be known that he is delivering the goods; otherwise, there wouldn't be the slightest chance for him to get a raise in salary from the next session of the State legislature.

So he figured that if he could learn how to inject news value into a State-wide prescription for a homesick, bucket-fed calf, and similar subjects, he could quickly make himself solid throughout the whole State. All the editors would be so grateful for the fine, newsy, helpful articles that the doctor sent out free that they would gladly give him a million dollars' worth of free advertising. Every farmer would love him, for "Doc" would charm them with his press-agent artifices into reading his expert advice. They would raise more and better cattle, sheep and swine more economically and more easily than ever before.

So the doctor, who is a conscientious, competent and well-trained veterinarian and scientist, went about to become a scientific press agent that he might make his office more useful to his fellow man and, incidentally, better his own condition. His purpose was laudable; his ambition justifiable. It was a great idea—only it didn't work. Six months after he began his press agent's career he came to me very much discouraged.

"See here," he said, "you've been an editor and a publicity man, too; maybe you can tell me what's

wrong. I'm sending out a news letter of three or four brief, snappy, timely, dependable articles or items every week to all the papers in the State, yet out of more than 600 weekly and daily papers not more than twelve or fifteen ever printed in any one week as many as one of my stories. Isn't that stuff worth while?"

He thrust a file of his news letters into my hand.

"It's good," I said after scanning it, "but did you ever hear of Osawatomie, Kansas?"

"Of Kansas, but not of Osawatomie. What about it?"

THIS COUNTRY PUBLISHER IS NOT
FEEBLE-MINDED

"Osawatomie is a pleasant little country town. I believe it has some small railway shops, but its chief claim to distinction of recent years is that the State asylum for the feeble-minded is in Osawatomie. Osawatomie cured me of any foolish faith in news letters, bulletins and other free-publicity-seeking material that is sent through the mails by the ton every day and dumped almost by the bushelful in practically every editorial office in the United States—and there are about 22,000 such offices in this country. It's the biggest single piece of organized waste in this country today."

"But I'm a State officer and—"

"No, don't interrupt, doctor; listen. Four years ago I was directing a publicity campaign for a large college. It was a rather unselfish enterprise. I was sending out excellent news stories, our propaganda, but as honest, fair, helpful and entertaining stuff as you might see in a day's reading. Result—same as yours; nobody wanted it. I asked counsel of editors and publishers in several States. Among them was a chance

acquaintance, Keith Clevenger, then publisher of the *Graphic*, a country weekly at Osawatomie, Kan.

"One month last summer," said Mr. Clevenger, "I wasn't very busy, so I kept accurate tab on every piece of free publicity that came to my paper by mail. In that one month so much free publicity and propaganda came to my little country weekly it would have cost \$53 to send it through the mails as first-class matter. In one month enough propaganda came to me to have filled every line in my paper for a year or two. Of course, most of it went into the waste basket. Print it? Why, no editor has time even to read half the free publicity and propaganda that come to him, if he did nothing else. It's done to death. There's too much of it. It has become a nuisance and a useless waste."

THE WORLD IS HIS OYSTER

"There's your answer, Doctor. Mr. Clevenger's experience is typical of every other editorial office, although every editorial office has not the distinction of being the locus of the State asylum for the feeble-minded. Nor must you believe that it was only the thoughtless or irresponsible who sent that flood of propaganda to Osawatomie. At that time the postmaster at Osawatomie was regularly sorting out for the *Weekly Graphic* publicity offerings from an important railroad, two of the very biggest New York banks, two big New York theatrical (not motion picture) producers, a New York investment banker, a score or more of industrial groups and manufacturers' associations, and the philomathean literary society of a State normal school. There were many other enterprises sending their unsolicited and useless publicity and propaganda to the *Graphic*, but the foregoing is a fair sample.

"I do not know that any of these are now sending out free publicity; publicity bureaus, or propaganda mills, change constantly, but as great as was this torrent of publicity rolling through

the mails four years ago, it is much greater now and getting larger every day. It seems that you can no more keep good business men from throwing money away in propaganda than you can warn wage-earners against Ponzi frauds. Yet Ponzi and Propaganda pay practically the same dividends to those who put up the money. You've discovered that, haven't you?

"A few weeks ago I attended an industrial group meeting in New York. Twenty-five or thirty men, heads of large houses, were there to consider their mutual interests, and one question was that of publicity or propaganda. They had the universal itch for organizing a publicity bureau which would advertise their industry practically for nothing. They had a keen appreciation of the advantages of getting their industry more in the public eye, but they didn't wish to pay for it. They had some kind of a hazy notion that a hired publicity director could get it for them. I'll admit, too, that several high-pressure and persuasive candidates for the industry's publicity job made the art of propaganda-spreading seem the one sure-fire way of getting something for nothing. No trouble for those boys to run a dollar's worth of stamps and \$10 worth of type-writing into \$50,000 worth of free advertising—to hear them tell it.

"Doctor, the minute you or any man lets fly a few bales of this free publicity material, no matter how good it is, at once it becomes junk in the eyes of every self-respecting editor. And that's what it is, partisan, prejudiced, self-seeking propaganda disguised as news or 'uplift' stuff.

"Our old alma mater has a publicity bureau writing about its good points and hiding its shortcomings. The workman repairing the elevator in this building just now pays dues to a union that has a hired publicity bureau. The milkman who delivered milk at your house this morning belongs to an organization which has as its chief object the spreading of propaganda to increase the con-

Stonewall Linen Ledger

A paper of integrity and durability insuring the *permanence* of any records entrusted to it. Its own record entitles it to the careful investigation of every dealer in paper, every manufacturer of stationery. Its strength and printability deserve consideration of business houses wishing a high grade ledger paper for distinctive and wear-resisting broadsides, circulars, etc. Every sheet guaranteed—the user to be the judge.

Note the Tear and Wear as Well as the Test



NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of OLD COUNCIL TREE BOND, SUCCESS BOND, CHIEFTAIN BOND, NEENAH BOND, WISDOM BOND, GLACIER BOND, STONEWALL LINEN LEDGER, RESOLUTE LEDGER, PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

Why It PAYS To Use

RADIO

ESTABLISHED in 1917 to serve the needs of the radio amateur, *RADIO* has kept pace with the rapid advances in the art, so that it is today universally recognized as the best practical magazine on the subject. Its columns hold a reader interest second to none because its articles are reliable, timely and useful. The constant editorial effort is to anticipate the needs of the experimenter and worker by means of constructional data, simple but accurate explanations of radio theory and human-interest accounts of new developments.

Because of this reader interest and support and because of its high-grade typographical appearance it is the ideal advertising medium for the radio manufacturer and dealer desiring to reach the consumer effectively.

Forms for the big Christmas issue close tight on November first. It will contain at least 108 pages. Several two color pages still available. The price is \$400.00.

Get in touch with our nearest advertising office for further details. Our representative will convince you that your client should use **RADIO** regularly.

**Nearly 200 Advertisers
Are Now Using "RADIO"**

Pacific Radio Publishing Co., Inc.
Pacific Building San Francisco

BRANCH OFFICES

New York City, 17 W. 42nd St.
Phone Longacre 8248

Chicago, 6442 Ingleside Ave.

Toledo, Ohio, 763 Spitzer Bldg.

Detroit, 620 Free Press Bldg.

Boston, 52 Irving St.

Kansas City, Mo., 1102 Republic Bldg.

Los Angeles, Cal., Suite 510,
456 So. Spring St.

Seattle, Wash., M. C. Mogenssen
& Co., Inc., Securities Bldg.

sumption of milk. It would be difficult to put your finger on a man who isn't paying real money to support some sort of a press agent, publicity mill or propaganda bureau. And every last one of them is trying constantly to sneak his stuff into the newspapers and magazines, free. Why is it that you never ask the paint manufacturers to give you paint and the painters to donate their services that they may go out and spread your publicity all over the landscape? Why don't you ask the signboard companies to carry your message for nothing?

NEWS GETS THE DECISION

"You know Andy MacLeod, who publishes the *Newton City Daily Clarion*? There's not a fairer, finer man living. Well, I was in his office last March when one of your weekly news letters came in. He spoke highly of you and said he would like to run all your stuff because he believed in you. He laid aside your news letter, to print it. It was that one that had that gem of yours on a humane and certain method of starting a balky horse and keeping him going, and some other fine stuff of value to the many hog breeders in Andy's district. Andy had two reasons for running those two pieces: you're his friend, and your stuff was excellent. But before he could toss them over to his telegraph editor, an old, gray-haired veteran of the Civil War came in with a piece he had written about the latest meeting of his G. A. R. post. That old veteran's article was in the flamboyant, long-winded style of the seventies. It told every incident of the G. A. R. post programme in detail. It told how superbly little Miss Amy Howell recited 'Sheridan's Ride,' and it thanked her, also Sheridan, profusely. It waded knee-deep in rhetorical flowers as it told how wonderfully Miss Maxine Bird sang 'Annie Laurie,' and thanked her. It told how magnificently the Hon. Spilett Lowd, 'our capable and rising young citizen, who is a candidate for city attorney,' delivered the address of the evening

and how gracefully the Hon. Smoothington Smythe, 'our neighborly and accommodating undertaker, lent us the chairs for the meeting free of charge.'

"Laugh at it, Doc, but no man who knows Andy MacLeod but will say that Andy knows the daily paper game. The paper was tight that night and Andy threw your stuff in the waste basket and printed that awful piece of the old veteran's. Andy knows news and the value of names in his field; also, the veteran's story wasn't junk, thrown to a thousand different papers. It had home interest and the local touch. Who paid for those chairs that the undertaker lent for nothing? Andy MacLeod paid their rental by printing that part-news, part-propaganda piece. And that is just what everyone of you press agents try to do every time you send out your 'free' publicity; you try to saddle some expense on or steal some advertising from the publishers.

"Free!

"Why, publicity stuff is the most expensive stuff a publication can buy.

"But you should not be disappointed in Andy's throwing your stories away. In the same waste basket were three splendid, authoritative articles on influenza, its prevention and treatment. Two of these articles were from public health organizations. The third influenza article was sent out by a fire insurance company. It was the best of the three. Fire insurance has good, but limited, talking points. The fire insurance company's publicity bureau had run out of thunder, so it borrowed a handy influenza epidemic and hung its propaganda on that. Such articles are calculated to make the publicity man's employer look like a good Samaritan; also to grab valuable advertising for nothing. Yes, it's clever—too clever. It landed where it belonged, in the waste basket, beside more clever stuff from a group organization of packers, from units and associations in oil, steel, grain, lumber, cement, coal, ship-

ping and railways, two antagonistic tax leaguers, five antagonistic tariff organizations, the Farm Bureau, the State chamber of commerce, two farmers' marketing organizations, a motion-picture exchange, an organization of Federal Government clerks, a tea house with a physician's yarn about the prophylactic properties of tea, the humane society, the Anti-saloon League, the Boy Scouts and an armful of stuff from a dozen Government bureaus.

"Those are only a few of the reasons why the work of publicity men and bureaus is sure to be mostly waste effort. How much kick would there be to Christmas if Christmas came every day? Every day is Christmas, Fourth of July and Hallowe'en to the free publicity world. It overdoes things to that extent. Doc, you and quite a few other good men and women are in the free publicity business from very fine motives, but if you will stop and analyze conditions you'll get out of it. It is the duty of the State to safeguard and up-

build its industries in work such as yours. By what excuse then can you seek to dump the burden of the State's duty upon the publishers? You wouldn't think of asking a paint manufacturer for a barrel or two of paint every week to paint your propaganda on wall and fence. Nor would you ask a painter to give his time in spreading your propaganda paint. Why then do you continually seek to impose on the publishing business? The truth is that the free publicity business has as much license to be classed as a legitimate part of the advertising business as the bootlegger has to be classed as a law-abiding merchant. Some day business men are going to wake up to that fact and are going to quit employing publicity bootleggers."

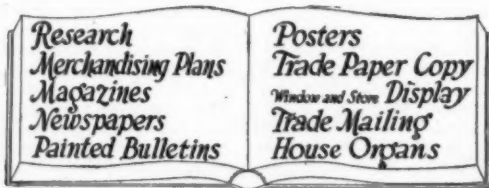
Manufacturer Advertises Tools

The L. O. Beard Tool Co., Lancaster, Pa., is advertising "Beard" line reamers and micrometer gauges by direct-mail. L. O. Beard informs **PRINTERS' INK** that in addition to this direct-mail campaign, space will be used about November 1 in mechanics' journals.



W.S. HILL Company

Complete ADVERTISING Service



8 West 40th St
NEW YORK

Vandergrift Bldg
PITTSBURGH

Announcing

the association of

MR. H. G. McENDREE

with this agency as

Vice-President

EFFECTIVE OCTOBER FIRST



MAXWELL-McLAUGHLIN
& COMPANY

Advertising

30 NORTH MICHIGAN AVENUE - CHICAGO

In good company

Sometimes an advertising agency makes a point of the large number of accounts it handles. We don't.

But it is sometimes a temptation to pride when we look at this list of our clients:

HART SCHAFFNER & MARX

CUDAHY PACKING COMPANY

Old Dutch Cleanser • Solvene

THE AMERICAN TOBACCO COMPANY

Lucky Strike Cigarettes • Bull Durham Tobacco

WESTERN CLOCK COMPANY

Big Ben • The Westclox Family

MORRIS & COMPANY

"Supreme" Hams and Bacon

"Supreme" Quality Products

NORTHWESTERN YEAST COMPANY

Baking Yeast • Yeast Foam Tablets

MORTON SALT COMPANY

LAMBERT PHARMACAL COMPANY

Listerine • Listerine Tooth Paste

J. L. KRAFT & BROS. CO.

Kraft and MacLaren's Cheese

BAKER-VAWTER COMPANY

Office Systems and Equipment

MARSHALL-WELLS COMPANY

Hardware and Household Specialties

CORNELL WOOD PRODUCTS COMPANY

Wall Board

GEO. B. CARPENTER CO.

Marine Supplies

It's a distinguished group; there are some others who would find it an advantage to join it.

Williams & Cunnyingham

6 N. MICHIGAN AVE. CHICAGO

111 FIFTH AVE. NEW YORK



Fashion Versus Advertising

(Continued from page 6)

ing comfortable things even at the expense of smartness. Along came a genius and invented a collar that combined both looks and comfort, and the doom of the stiff collar was sealed. The success of the Van Heusen collar has been one of the wonder tales of haberdashery. Echoes of the heart-burnings occasioned among the old-line collar makers have crept into **PRINTERS' INK**. It is said that Van Heusen offered his invention to two of the large manufacturers of stiff collars, and was rejected. He spent four years trying to interest them, and finally found a manufacturer with capital and confidence, and launched the collar independently. Now he claims that the manufacturers who refused to consider his invention are making collars which infringe on his patents, and the dispute is being settled in the courts.

FAR-REACHING EFFECT WHEN CUSTOM IS OVERTURNED

It makes no difference to this story what the rights of the controversy are, but it does seem strange that manufacturers of collars whose sales must have shown the trend away from starch and toward comfort in the demand for soft collars and soft shirts, would not have foreseen the eagerness with which men would jump at the new compromise that enabled them to present a neat and tidy appearance without wrapping their necks in a strip of stiff, hot, impervious fabric. There is no doubt that the collar business is going to be revised in the next few years.

One had better keep an eye on short pants, too. Knickerbockers have gained steadily for country life, and men can be seen wearing them for travel, not only in motor cars, but on trains and boats, as has been the custom abroad for ages. Irvin Cobb hoped quite ardently that one of the legacies

of the war would be the adoption of knee breeches as regular dress, but it seems that the associations of the uniform were not such as to make the service men want to continue. That opportunity was lost, but it merely postpones the change in style. No innovation could be more sensible from every point of view, convenience, comfort, and attractiveness. Long pants are the most absurd garment that a long and eccentric history of men's dress has produced.

The repudiation of starch by American men has had its effect on the laundries. The public laundry arose out of the need for someone to do up stiff collars, cuffs and shirt bosoms. Even in the days when clothes were washed and ironed at home, putting a domestic finish on a collar was beyond the skill of the purely amateur clear starcher at home, whether the wife and mother, or somebody in by the day. First came the Chinamen, who, for some unfathomable reason, belonged to a nation of laundrymen. Next the steam laundry became one of the most profitable businesses in the country. The laundries got all the shirts and collars, and gradually, as domestic help became scarcer, the family wash. But the big breadwinner was collars and cuffs. Then came the change—first the soft shirt, with stiff cuffs, to which was attached a stiff collar, then the soft or negligee shirt, and finally the unstarched collar. The effect on the laundry business was terrific. Soon even the poor remnant of doing up the white or boiled shirts that some men still wore with evening dress began to fall off. However, prompt realignment has probably saved the laundry business. Right along with the decay of the starched wash laundry has been the increase of the wet wash. The more progressive laundries have put in new machinery, qualified to take care of the whole family wash, charging by the pound instead of the piece, and are building a new business along new lines with the help of advertising.

Getting Student Trade Is Mainly a Matter of Knowing How

For a logical product to gain admission to the student market it is only necessary that its manufacturer advertise it in the student papers at the same time merchandising it in the right way. But in order to find this right way, a prerequisite is an intimate knowledge of all the necessities, customs, buying habits and oddities that enter into the commercial side of student life. This specialized knowledge we have—greater, we believe, in scope and in power to apply it than any other source in the country.

USA

Ask for the COLLEGIATE SALESMAN, describing all our activities and listing all student papers.

Established 1913

**COLLEGIATE SPECIAL
ADVERTISING AGENCY, Inc.**

503 5th Avenue, New York City
110 S. Wabash Avenue, Chicago

San Francisco



But—

in New Orleans

it's the

Item

The laundry machinery manufacturers have felt the impact too, and with unusual wisdom have united to help the local laundry secure the family wash, in order to preserve its own market for laundry machinery, threatened by changing styles in men's wear.

The knit underwear manufacturers have employed advertising to stem the amazing demand for the so-called athletic underwear. The change in underwear habits is one of the most striking manifestations in the evolution of men's wear. All of us old enough can remember the thick woolen underwear of our boyhood, sometimes even red flannel, beside which St. Anthony's hair shirt becomes a delectable garment; the annual change always postponed in the spring until the torture had become unendurable. That era belongs to the dark ages when windows were kept hermetically sealed throughout the winter.

MEN'S FASHIONS CREATED BY ADVERTISING

It is doubtful if all these changes in men's wear were dictated by fashion in the sense that women's are. If it is fashion, it is American fashion. The driving force was the quest of comfort, the effort of the American man to find clothes adapted to the climate in which he lived, to his work, his social life, and his sense of the fitness of things. The American is very conservative in dress. He hates like the deuce to look different from other men, even to look better dressed. There is a monotony about men's dress in this country that is comical. Here we are all wearing the same hat, the same suit, the same shirt, all smooth shaved, all trying our best to look just as much like the rest of us as possible, and pillorying with public opinion any man who dares differ in dress or facial adornment from the normal standard. So the changes in dress are all made in unison, like a company of soldiers. And styles, real styles, introduced by high-priced tailors and haberdashers, are very conservative, and show few fluctuations.



"PRODUCING"

"We are all very much
pleased with the service of
Edwin Bird Wilson, Inc.
. . . Our advertising is
producing results."

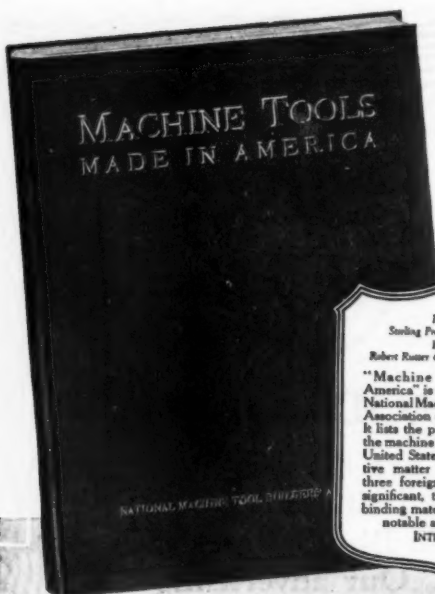
—Advertising Manager of a Client.

The advertising possibili-
ties of your business, not
the size of your appropria-
tion, are of first impor-
tance to us.

EDWIN BIRD WILSON
INCORPORATED

New York
9 Hanover St.

Chicago
81 East Madison St.



*Another
catalog
bound in
INTERLAKEN*

Printed by
Searling Press, New York City
Bound by
Robert Rutter & Son, New York City

"Machine Tools Made in America" is the catalog of the National Machine Tool Builders' Association of New York City. It lists the products of 80% of the machine tool builders in the United States, and its descriptive matter is translated into three foreign languages. It is significant, therefore, that the binding material selected for so notable a catalog was—
INTERLAKEN



BINDING of INTERLAKEN Book Cloth on the *outside* of your booklet or catalog signifies to everyone that there is a message of importance on the *inside*.

Our cloth-bound booklet, "Getting Your Booklet Across," describes, in detail, the economy and selling influence of cloth bindings. A copy is yours for the asking.

INTERLAKEN MILLS

Providence, R. I.

Interlaken
Book Cloth The standard since 1883

In introducing athletic underwear, soft collars, light-weight clothes, soft hats, advertising has been used with great liberality, and it may be said that advertising can create fashions as far as men are concerned, provided they do not run counter to his comfort and sense of fitness. And advertising greatly helps the introduction of a fashion for women, provided it works with the grain. But the question is, Is any advertising powerful enough to check the course of fashion or actually create a new one?

A style is a very different thing from a habit. Advertising has made and is making new habits all the time. One of the great public services rendered by advertising has been the increase in comforts and conveniences introduced. In a comparatively short time a whole country has been changed from liquid dentifrices to pastes, from old-fashioned razors and barber-shops to safeties, from shaving soaps to sticks and creams, from hog fat to vegetable shortenings, from the plain oatmeal to a number of corn and wheat breakfast foods, and so on through a long list of products and habits that would amaze the generation just passed away. And many of these products ran counter to custom, were violently revolutionary, and required the forming of new habits of mind. Advertising was the chief educator that put them over. But they all are things into which fashion does not enter, unless you use the word "fashion" in that humorous sense which applies it to something everybody does.

The creation of a fashion is a mysterious thing, in spite of all the learned articles that have been written about it. Take this matter of skirts. It is decreed that they shall be longer. Who decrees? And what if woman doesn't obey the decree? What then? Will they still be fashionable, the longer skirts, I mean? There is strong opposition, much stronger and more intelligent than in the past, when, for instance, well-meaning people opposed the tight corset and were gloriously downed.



The Million Dollar Printing Plant

We Want to Be a Part of Your Organization

The successful printer today sits in at the councils of his patrons. He is virtually a member of the organization. He is consulted *before* a piece of printing is prepared.

Ideas, plans and suggestions are an important part of the service we offer and are yours for the asking.

Illustrated magazines, fine catalogs, advertising matter in large quantities—all high quality. Prices based on scientific methods of cost finding.

NATIONAL CAPITAL PRESS

Not too large to do a small job well

**1210 D STREET N. W.
WASHINGTON, D. C.**

THE BILLBOARD

is, far and away, the greatest of all theatrical trade journals—largely because its owners have no interests in the show world to protect, and not only permit but encourage trained newspaper men to make a real paper every week.

Member A.B.C.

Guaranteed Circulation

THE BILLBOARD PUBLISHING
COMPANY

NEW YORK	CHICAGO
1493 Broadway	35 So. Dearborn St.
Bryant 8470	Central 5480

Advertising Printing Salesman

Opportunity beckons here for a young and energetic man to sell direct advertising dealer help literature, catalogs, cutouts and other high-class printing.

The man we want must qualify first as a good salesman with pleasing personality.

He must have some knowledge of art and graphic processes. He must also have a fair working knowledge of good typography. A knowledge of advertising and merchandising is also helpful.

Give particulars concerning experience, age, education and references. A personal interview in New York or Chicago may possibly be arranged.

BROWN, BLODGETT & SPERRY
COMPANY
St. Paul, Minnesota

Could tight lacing be the style again, if that mysterious somebody decreed it, or hoop skirts, or has the American woman acquired a sense of humor along with her other masculine qualities?

A fashion seems to be whatever out of the ideas or suggestions evolved by a small body of dressmakers and modistes in Paris the women are willing to accept. The act of creation is in two parts, the showing of new styles and the acceptance by the cognoscenti among the fashionable world. There are many sad stories of abortive fashions. There is, of course, a trend, a something in the air, that the keen-minded coutouriers sense, which is seized upon and put into various visible and tangible forms according to the ingenuity of the designers. And it may be said that the question of a new fashion is always before the house. These new things are then shown, usually in Paris on hired models, manikins, who parade at places where smart people gather, and a certain portion of the suggestions register. At these gatherings, usually the Sunday races, there are present an army of dressmakers, designers, cloak and suit makers, fashion writers, who not only take notes on the new styles, but notes of their effect on the fashionable crowds.

CAN ADVERTISING OVERCOME POWER OF PARIS?

The acceptance of a new style depends on its originator, some of the coutouriers having more authority than others, and the temper of the fashionable and wealthy women who are the first to adopt any new style. A peculiar quality of a style is that popular success is fatal. The whole purpose of a new style is to enable a small group to keep ahead of the world at large, and this is becoming increasingly difficult in our country, where the manufacturers of women's garments are getting closer and closer to the exclusive dressmakers, and nearer and nearer to the Paris fashions in point of time.

I once sat until near midnight at the Waldorf talking with a

Tell the Doctor



He is Already "Sold" on the

SANITARY IDEA
PURE FOOD IDEA
DRESS WELL IDEA

HYGIENE IDEA
OUTDOOR LIFE IDEA
AUTOMOBILE IDEA

YOU DON'T have to waste time on "educational" advertising to the doctor. He knows the importance of pure food, the gain from good clothes, the usefulness of the automobile. Your advertising can be devoted immediately to the advantages of your particular brand. You tell the doctor "which" not "why."

After gaining the favor of the physician, you have more than a mere customer. On the average, he has 500 patients—a circle of influence in which he is both authority and example.

Eighty thousand of these circles of influence are represented in the circulation of THE JOURNAL of the AMERICAN MEDICAL ASSOCIATION. Some interesting data is available on request.

THE JOURNAL

of the

AMERICAN MEDICAL ASSOCIATION

535 N. Dearborn St., Chicago, Ill.

WILL C. BRAUN, Adv. Mgr.

cloak and suit manufacturer with a vivid imagination and a head full of ideas. The subject of the discussion was whether it were possible to create and put over a fashion, obviously a fashion that would benefit his particular line, by advertising. Could the sources be tampered with? He was willing to spend an immense amount of money if it could be done. The verdict was that it could not be done. It seems possible, if not probable, that the American woman may eventually cut loose from Paris, and create her own fashions, as she really does now without knowing it, but it does not seem as if advertising would ever be able to manipulate the peculiar machine that is functioning in Paris, and either inspire or anticipate its decrees.

The changing style in the length of skirts is comparatively innocuous in its effect on any great industry. It will mean more dress goods, and it may have some slight adverse effect on shoes and stockings, but it does not at present promise to annihilate any established line of business, so manufacturers can regard it with detachment, and the makers of fabrics with complaisance. It would be interesting and would go a long way toward settling the question of the comparative strength of advertising and fashion if any vested interests were at stake and a determined co-operative effort made to retain the present style. Such a campaign devoted to persuading the American woman to retain the short skirt would have powerful auxiliaries. Already in newspapers and magazines the discussion is going forward, and convincing arguments are being put forward, but it is a campaign of publicity rather than advertising, and the victory or defeat will not decide the question so far as advertising is concerned.

But while the arguments are all for the short skirt, the logic of fashion is all against them. The success of a fashion is its most fatal characteristic. Fashion exists to enable certain women to outshine others, and when it be-



TOMORROW ENGLAND.

There are some things that America does better than England, there are others where England leads.

Each country has natural advantages and special qualities.

Often the commonplace in America is still a novelty in England.

England offers a potential market of more than forty million consumers.

In some lines it is practically undeveloped.

The American business man has the chance of a lifetime.

Here is a new world to conquer.

A million copies of the Daily Express are sold every day—principally in London, and the big industrial centres where trade opportunities are best.

It is the ideal medium to introduce American products in England.

Write me:

R. WORTLEY DODD,
Advertisement Manager,
"DAILY EXPRESS"
116 Fleet St., London

A California advertising agency wants a Copy Writer

PERHAPS the man wanted is now a copy writer in some other advertising agency. Possibly he is Assistant Copy Chief in a "direct by mail" agency where he is rapidly outgrowing his job. Wherever he may be, the man wanted in this California advertising agency is—

1. A WRITER—a writer of real sales copy who thinks clearly and simply and writes as he thinks.
2. A STUDENT—a digger who has the intuition that grasps the unsaid thing along with the said.
3. A MAN with "controlled imagination" and the unusual ability to breathe "human interest" into the most prosaic subject.
4. A MAN who is a hard worker without knowing it, and who can work happily in an organization of 35 people.
5. A MAN who has a real desire to live in California, where both living costs and salaries are a little lower.

FOR THE MAN who satisfactorily meets the above requirements, there is a good position in a medium sized, Four "A" agency on a salary and profit sharing basis. If he proves to have executive ability and can teach as well as learn, then there is an even better future for him here.

Men who apply: Make your first letter, accompanied by three typical examples of your work, "sell" an interview, which can be arranged in Chicago, Cleveland or New York early in October.

Address—CALIFORNIA
c/o Rotary Club, Hotel McAlpin,
New York

1-Spec.

comes so prevalent that it does not yield this distinction it ceases to be fashion. The whole question of fashion has been complicated in this country of late years by including all feminine America in the fashionable world. It used to be said that it took two years for real fashions to travel from New York to Galesburg. Now the new styles in women's dress cover the country in a single season. Advertising has accomplished this. The large manufacturers of women's clothes are close behind the small exclusive dressmakers. They are represented in Paris all the time. They are showing the same astuteness in selection, in picking out the essentials of the new style that will be accepted by the American woman, that the smart Paris and New York style leaders show. They have their own designers who know as much and are paid as much for what they know as the same class in the exclusive houses. And they have the immense power of advertising to bring these new styles authoritatively before the great mass of women in almost as short a time as the New York dressmaker can spread them among his clientele.

The short skirt as a style had one great advantage for wide adoption. It was so easy to do. No matter how cheap the dress, what its material, it was a style that any woman could adopt. It was adopted more quickly and more unanimously than almost any recent fashion. There was nothing subtle about it. No taste or art or skill was required to use it. Any dressmaker could give a dress at least this one note. Therefore it has had a vogue that certainly must worry those who realize that the very soul of a fashion is its exclusiveness.

There is the whole question in a nutshell. In a country in which no fashion can remain exclusive, unless it is so expensive that it cannot be indulged in except by the rich, and in which advertising is enlarging the world of fashion so as to include almost every woman who has three or four new dresses a year, what is the future



Type

is the Voice of
an Advertisement .

Did you ever think of it in that way?
The sense, the logic, the charm, the
conviction of the words themselves
—these are your responsibility.

But it is our responsibility to give
voice to copy.

—the right voice for the speaker

*—the right voice for those to whom
you speak.*

It is a matter of great skill and some-
thing of an art

—and we know how.

Let us take the responsibility of giv-
ing the right voice to your adver-
tisements.

P. J. PERRUSI • N. A. KWEIT

ADVERTISING AGENCIES' SERVICE CO.

Typographers

313-321 WEST 37TH STREET, NEW YORK

TELEPHONES: FIT 2Roy 2926-2927-2719

DAY AND NIGHT SERVICE

position of fashion, and what part will advertising play? As the men who manufacture clothes on a large scale get nearer and nearer to the fountain-head, as their own designers get more and more expert at translating fashion ideas into clothes, working almost simultaneously with the same processes in the smart shops in New York, are they not more and more going to lose the character of followers and assume that of leaders?

WHAT IS IT THAT WILL FREE WOMEN?

The thing seems to be to find the keynote for women, just as it has been found for men. Men's fashions are being made right here in America. They are being promoted largely by advertising. They are following the line of making man's wardrobe fit his life and his habitat. And they are being tremendously successful. There is one magazine that conducts a fashion department for men that reads, at least, exactly like the numerous departments of that kind for women. All the styles in men's dress that are given by this department as authoritative are based upon ready-made garments manufactured on a large scale by the regular wholesale garment makers. Not an idea, that I can discover, is suggested by the exclusive tailors and haberdashers, appears in its columns. And as for London, the town is never mentioned.

Men's dress today has been created by advertising working along the line of comfort and convenience. Women's dress is still created by Parisian designers; still goes through the accustomed channels, but the process is complicated by the intuition and resourcefulness of the large-scale dressmakers, who are now able so quickly to put over the new styles and have them authoritative, who no longer need wait for them to crystallize before daring to adopt them, and who leave the really fashionable women so short a time to enjoy their exclusiveness.

If women refuse to abandon the short skirt it will be significant.

It will be a sign that they are beginning to adopt the independence of men, along with their new political freedom. It will mean that advertising has begun to interfere with women's styles as it has with men's, that the dress capital of the world is moving to New York, that the American woman will create her own fashions in her own country, that advertising will take the place of Longchamps and the demi-monde as a publicity medium, and that the dream of my friend, the cloak and suit manufacturer, may ultimately be realized.

Plans to Improve Dealers' Window Displays

To stimulate an interest in better store window displays in Easton, Pa., and Phillipsburg, N. J., one of the committees of the Advertising Club of Easton plans to make an inspection of windows in these cities once a month. The ten best windows will be selected on each inspection trip. The club plans also to assist dealers in securing the manufacturers' displays of nationally advertised products.

Becomes Vice-President of Chicago Agency

H. G. McEndree, for the past three years with Collins-Kirk, Inc., Chicago advertising agency, has resigned as treasurer and a member of the board of directors of that company. He was made vice-president of Maxwell, McLaughlin & Company, Chicago agency, on October 1.

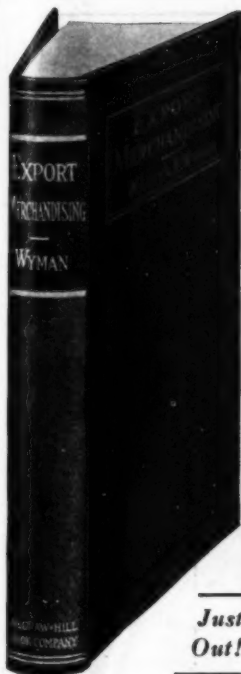
New Stove Advertiser in Erie, Pa.

A newspaper advertising campaign which will begin in Newark, N. J., and gradually extend to newspapers in other cities is planned by a new advertiser, the Erie Stove & Manufacturing Company, Erie, Pa. The Martin V. Kelley Company, New York, has obtained this account.

Campaign to Advertise the Climate of Tucson, Ariz.

An advertising campaign will be conducted in magazines and Eastern newspapers by the Sunshine Climate Club to advertise the climate of Tucson, Ariz. The club of which L. C. James is chairman, has an appropriation of \$50,000 for this purpose.

H. W. Robins has resigned from the merchandising department of the New York American.



**Just
Out!**

A stimulating presentation of modern exporting procedure

THIS volume from the pen of an internationally-known merchandising executive promises to set a new mark in export literature. It will be heartily welcomed by every sales executive seeking a sound, practical guide to the best export practice of today.

Export Merchandising

By Walter F. Wyman

Sales and Export Mgr., The Carter's Ink Co.

405 pages 6 x 9, illus. \$4.00 net, postpaid.

IN EXPORT MERCHANDISING Wyman has given the business world a book that is inspiring in its revelation of the opportunities in foreign trade, and sane and practical in its detailed listing of the things that must be done to attain a permanent and profitable export business.

Every step in exporting, from the construction of the initial selling campaign to the collection of money for goods sold in foreign fields, has been thoroughly and interestingly covered by the author. And every page—every sentence—has been illuminated by those flashes of sound philosophy which give all of Wyman's writings a peculiar and enviable distinction.

36 Chapters of Sound Philosophy and Practical Advice

Wyman's book tells you how to organize for export—how to secure and train salesmen—how to develop export trade by correspondence—how to advertise—how to use catalogs, house organs, motion pictures and samples—how to plan selling campaigns—how to select agents, etc. There are examples of successful export sales campaigns—chapters listing the qualifications of the export manager—chapters on indirect exporting and the export commission house—there is a helpful discussion of the work of the foreign credit man and the obtaining of data on foreign credit risks, and a chapter full of valuable information on fraudulent export schemes. The book as a whole is a distinct contribution to the literature of export selling, combining in just the right proportions the fundamental principles of successful exporting and the details and methods of established practice.

Examine This New Book for 10 Days at Our Expense

McGRAW-HILL BOOK CO., Inc., 370 Seventh Avenue, New York

You may send me for 10 days' examination Walter F. Wyman's EXPORT MERCHANDISING, \$4.00 net, postpaid. I agree to return the book, postpaid, within 10 days of receipt or remit for it.

Name

Address

Position

Name of Company

P. L. 10-5-22

The following officials of Postum Cereal Company, Inc., are readers of either *Printers' Ink* or *Printers' Ink Monthly*, or both, as indicated:*

Name	Title	Weekly	Monthly
S. H. Small	President	Yes	Yes
C. A. Wiggins	Advertising Mgr.	"	"
R. B. Small	Ass't Sales Mgr.	"	"
B. D. Stokes	Advertising Dept.	"	"
B. A. Gere	Advertising Dept.	"	"

* Information furnished by
Postum Cereal Co.

THE PRINTERS' INK PUBLICATIONS

PRINTERS' INK

The Weekly Journal of Advertising
Established 1888 by GEORGE P. ROWELL

PRINTERS' INK MONTHLY

An Illustrated Magazine of Advertising, Sales and Marketing

185 Madison Avenue, Corner of 34th Street, New York

Automobile Leadership!

In the Automobile Field, The Times-Union has gained almost twice as much advertising for the first eight months of 1921, as all other Albany daily and Sunday papers combined!

Number of Lines of Automobile Advertising
Gained Over Same Period 1921

TIMES-UNION	155,433
*KNICKERBOCKER-PRESS	80,896
JOURNAL	(Loss) 1,175
*INCLUDES COMBINED DAILY AND SUNDAY EDITIONS	

Automobile and Accessory lineages for the first eight (8) months of 1922, six days against six

(De Lissr Bros.—Accountants—figures.)

TIMES-UNION	374,871 lines
Knickerbocker-Press	226,849 lines

Some Reasons Why:

We are using the Times-Union almost exclusively for Buick advertising because we know from experience it brings results.

FRANK PINCHBECK,
Gahrn-Pinchbeck, Inc.,
Buick Dealers.

We believe your automobile news columns a most interesting feature of the Times-Union—an attraction that adds greatly to the value of your automobile advertising.

B. KENNETH WEBER,
Weber Automobile Corp.,
Jordan Dealers.

We believe your automobile department furnishes the best and most complete news about the motor car industry of any paper of upper New York.

H. J. BLOOMER, MGR.,
Garland Automobile Co.,
Velle & Winton Dealers.

I think the Times-Union is by far the best automobile newspaper in Albany. Consequently I have placed most of the Chevrolet and Studebaker advertising in your newspaper.

P. J. FORD, PRESIDENT,
P. J. Ford, Inc., & Bradford Motor Corp.,
Chevrolet and Studebaker Dealers.

Your automobile activities are the most up-to-the-minute newsy features in the Capital District. We have always obtained excellent results from our advertising in the Times-Union.

CHAUNCEY D. HAKES, MGR.,
Albany Garage Co.,
Peerless, Willys-Knight & Overland Dealer.

Consistent advertising in your automobile section each week has brought us satisfactory results. It is a feature motorists have learned to look for with interest.

H. A. LOZIER,
Harry A. Lozier, Inc.,
Cleveland-Chandler Dealers.

There seems no doubt but that the Times-Union is most active in presenting real live automobile news to its readers. The department "Along Auto Row," as a daily feature, is one of the best motor car news columns in the state.

L. H. ABBOTT, MGR.,
Berkshire Motor Car Co.,
Maxwell-Chalmers Dealers.

Thanks for the co-operation you have given us in announcing the new Marmon phaeton. The Times-Union seems always at the fore in all automobile features.

HOLACE RAYNO,
Boulevard Garage Co.,
Marmon Dealers.

Your daily column "Along Automobile Row" has quite a following among automobile owners. It is the kind of news that makes advertising columns all the more valuable for the automobile dealer.

ERIC OLSON,
Eric Olson, Inc.,
Lincoln Dealers.

We Appreciate and Endeavor to Deserve the Support of Our Friends in the Automobile Industry

MARTIN H. GLYNN, Editor and Publisher.

THE TIMES-UNION

ALBANY, N. Y.

VERREE & CONKLIN, INC., National Advertising Representatives
New York Chicago Detroit San Francisco

National Advertising for Shoe Repairers Is Considered

THE use of co-operative advertising that will stimulate the shoe-repairing business is being considered by two national organizations, according to *The Findings Dealer*, of Boston.

These two national associations are: The National Association of Leather and Shoe Findings and the Tanners' Council.

The first association is considering an advertising plan which it believes will encourage more patronage for shoe repairers by telling of the advantages of the repaired shoe. The second organization has in mind national advertising that will create a greater interest in and spread a better knowledge of leather. These two organizations, W. C. Hatch, editor of *The Findings Dealer*, says, may combine in their advertising efforts.

A co-operative campaign setting forth the advantages of the repaired shoe will probably follow a plan that has been put forth by Norman Shaffer, president of the Illinois Leather and Finders' Credit Bureau. Under this plan members of shoe repair shops will display an association emblem in their windows. Newspaper advertising will carry a cut of this emblem and an admonition: "Look for this emblem, it is your guarantee of quality and service."

This emblem will not be sold, but will be loaned to the repairer who qualifies as follows: He must, in the opinion of the judges, do quality work; shine the upper of the shoe; put a felt pad in the heel; use materials such as the special job demands; do his work so that it is a credit to the shoe repairing industry; keep a clean, sanitary shop; be courteous and businesslike.

Immediate action on an advertising plan is urged by *The Findings Dealer*. It says: "The low price of new shoes in comparison with the cost of repairing old ones,

Educational Course

Season 1922-1923

The Advertising Club of New York announces the opening of its Educational Class on October 17th, 1922.

The course this year will cover in a most comprehensive way the general subject of "Advertising and Selling" and the "Case" system will be used wherever possible.

The most prominent and best informed men in the profession will deliver the lectures. Classes will meet twice a week from October 17th, 1922, to March 29th, 1923, excepting during the Christmas Holidays.

The enrollment fee for the course is \$10 and prompt application should be made by those interested. Complete programme of the Course, showing dates, subjects and speakers, may be obtained at the club.

Advertising Club of New York
47 East 25th St., New York City

Automotive Equipment Sales Manager—Purchasing Agent

—a wide-awake, married man of 35 is thinking of making a change. He has the following qualifications—

- five years' selling experience
- three years' advertising experience (writing copy—editing house organ)
- knows type, engravings and paper
- writes a good sales letter
- knows selling methods in the automotive field
- knows automotive equipment and accessories—and their sales possibilities
- is a worker

Has held present position four years as purchasing agent and assistant sales manager in large jobbing house. His sales ideas have been business-getters.

He wants position with large jobbing house or automotive equipment manufacturer—any opportunity considered.

Address "TON", Box 294, care of Printers' Ink.

Production Man

Seeks connection with agency or large national advertiser. Thorough first hand knowledge of typography, printing, paper and engraving.

Eight years in the composing room of a large New York newspaper for the advertising department. Two years in the plant of the largest publication and catalogue printer in the East, supervising, while in process, the composition and printing done for an advertising agency.

American, single, thirty-one, college graduate.

Address F. E., Box No. 292, P. I.

Collection Manager Wanted

One of the best-known mail-order book publishers in New York is looking for a live-wire collection manager—one who can write original, red-blooded, human collection letters that bring back the money. The man we want must be enthusiastic, tactful, possess the sales instinct and know the mail-order collection business from start to finish.

We can't afford to experiment with ambitious beginners. We want a man who can come into a well-organized collection department and make it hum with results.

The man we have in mind may now be employed in a concern that offers but limited opportunities. If so, he will find here a chance to grow with a rapidly-expanding publishing concern that is well known throughout the country. The salary at the start depends, of course, on the man we hire. If you think you fill the bill, write us your reasons for thinking so. Tell us frankly just what you have done and what you are now doing. Be sure to give your age and salary requirements.

Address "H. G.," Box 293, care of Printers' Ink.

the insidious propaganda in regard to profiteering in shoe repairing, and the general slow condition of business make it necessary that something be done and done quickly. And there is no doubt in our minds that national advertising will stimulate business for all those interested in the shoe repairer."

"The Best Article on Fruit Advertising"

AMERICAN FRUIT GROWERS
INCORPORATED
GENERAL OFFICES

PITTSBURGH, PA., Sept. 27, 1922.

Editor of PRINTERS' INK:

Congratulations on the article entitled "Advertising Does Not Have to Lower Prices to Justify Itself," in the September 14th issue of PRINTERS' INK. In my opinion it is the best article on fruit advertising that has appeared in any advertising publication in the past several years.

I don't agree with you that the article drives home an important point. I think there are several important points clearly presented and probably presented for the first time to many of your readers.

Mr. Levine should consult some of the field men of the Department of Agriculture and some experienced shippers before attempting to haul fruit across the country with the pack he suggests. Our experience in this year of low prices has been that the grower who picks, grades and packs his fruit in accordance with the highest standards is about the only grower who has been able to come out with a profit. Those who will not observe high grading and packing standards are suffering terrible losses.

AMERICAN FRUIT GROWERS, INC.,
FRANK KIRKPATRICK,
Advertising Manager.

Metal Egg Crate to Be Advertised

The Metal Egg Crate Co., Fredericksburg, Va., manufacturer of metal egg crates for parcel post handling of eggs between farmers and consumers, will advertise in general periodicals and farm and poultry journals. It has appointed the Tauber Advertising Agency, Inc., of Washington, D. C., to handle its account.

Arkansas Company to Advertise Overalls

The Fort Smith Garment Company, Fort Smith, Ark., plans to conduct a sectional campaign to advertise its "Flyer" overalls and work clothes. Newspaper, farm paper and outdoor advertising will be used. The account is with the Southwestern Advertising Company, Oklahoma City, Okla.

The "Fire Canoe"

TO the wails of mourners and rhythmic beat of war drums, the Indians would launch the fire canoe—a flimsy, flaming pyre that carried the remains of some brave to its last resting place beneath the waters of The Columbia—America's second largest river.

Contrast the scene of a few decades ago with the great Port of Portland today and its domestic and foreign commerce, totaling \$125,000,000 annually. "Fire Canoes" representing no less than 39 great ocean steamship companies make Portland a regular port of call, and Portland has come to be America's FASTEST GROWING SEAPORT.

A wealthy country that gives support to ONE MILLION PEOPLE backs the port, and 300,000 reside in Portland alone.

SELL THIS RICH MARKET

Oregon Journal

PORTLAND, OREGON.

Write today for data.

Eastern Representatives
BENJAMIN & KENTNOR
Chicago and New York

Coast Representatives
M. C. MOGENSEN & CO.
San Francisco, Los Angeles,
Seattle

OREGON'S
Largest Afternoon
Newspaper



Opportunity for High Calibre Executive

One of our clients, a Kentucky manufacturer of 40 years' leadership in his respective field, on account of age and other interests, desires to retire and is seeking a man of proven ability, capable of marketing, in an international way, the product of two factories, owned by the founder, that have had years of uninterrupted success.

Extraordinary manufacturing facilities are offered, cheap labor, fuel and lumber, that make for low cost production and which are contributing factors to the near monopoly now enjoyed in the sale of the product.

The right man, after proving his ability to take the management of the business, can earn a financial interest with control.

Applicants may feel free to write us, as their identity will not be revealed. Arrangements will be made for an interview.

Address "Founder," Box No. 1592, Philadelphia, Pa.

WANTED—A Sales Manager

We want a man of the highest managerial ability to head our sales organization—a man with a record, interested in salary-and-percentage-of-sales basis, and accustomed to earning upward of \$20,000 a year. Ample field for much higher figures. This is an established business, and we have proved over a period of years the country-wide need and demand for our service by selling in seven figures. Big expansion now planned demands a man who can attract, train, and direct the highest type of sales negotiators. If you have the ability, and the record, advise fully and with sufficient details to justify interview with officer of company. Address Treasurer, Box 505, Phila. Pa.

What a Florida Community Did with Advertising

The power and result-getting ability of liberal and truthful advertising for a community that wants to grow and prosper was recently testified to in a Florida newspaper, the *Live Oak Democrat*. The following is taken from the report that this newspaper gave:

"In 1912 Manatee County owed more per capita than any county in the State; Lafayette County owed less. The tax rate of Manatee County, which included its running expenses and bonded indebtedness, was considered alarmingly high. The years 1911 and 1912 were two of the worst years Manatee County had experienced. There was no market for fruit, and little or none for truck. Beef cattle of which she had considerable was worth very little. These conditions had a depressing effect and people were leaving the county. Everyone was asking what will become of us? What shall we do?"

"A meeting was called; the board of county commissioners attended it; the suggestion was made that organization and advertising was the remedy, and strange as it may seem, this suggestion was accepted. As a result fruit growers organized, and the county got behind the biggest advertising scheme ever undertaken by it. It was contended that it was necessary to get two men to help pay the taxes being paid by one. The result of what was done and what has been done since is shown in the federal census of 1910-1920. In 1910 Manatee County had a population of 9,550, and her farm values were \$5,452,209. In 1920 she had a population of 18,712, and her farm values were \$9,766,334. A gain in ten years of 9,162 in population and a gain of \$4,314,125 in farm values, practically the amount of the assessed valuation of all property in Suwannee County today."

Racine Tire Company Places Account

The Racine Horseshoe Tire Company, Racine, Wis., manufacturer of "Horseshoe" tires, has appointed the Campbell-Ewald Company, Detroit advertising agency, to handle its advertising account.

Glidden Company's Net Income

The Glidden Company, Cleveland, paint manufacturer, "Japa-Lac," etc., reports a net income of \$447,638 before depreciation allowance for the six-month period ended June 30, 1922.

O. P. Gellert Joins Crescent Washing Machine

O. P. Gellert has resigned as advertising manager of the Klaxon Company, Newark, N. J., to become advertising manager of the Crescent Washing Machine Company, New Rochelle, N. Y.



THE Royal would never have become the true Aristocrat of typewriters that it is today if it excelled in only a few of the things it does.

Because it actually does excel in every branch of typewriting, it is used for a wider variety of work than any other typewriter.

For those who require beautiful presswork befitting the character of their organizations, the "Royal" offers a quality of typing so attractive that with really distinctive stationery your letters stand out among the many—and receive attention.

ROYAL TYPEWRITER COMPANY, INC.
Royal Typewriter Building, 364-366 Broadway, N. Y.

Branches and Agencies the World Over

Chief European Office: 75A Queen Victoria St., London, E. C.
Principal Canadian Office: 36, Notre Dame St., West, Montreal, P. Q.

"Compare the Work"

ROYAL

TYPEWRITERS

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1883 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., DOUGLAS TAYLOR, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

London Office: 233 High Holborn, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 35 cents a line, Minimum order \$2.75.

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D. M. Hubbard
London: Thomas Russell

NEW YORK, OCTOBER 5, 1922

"Are You Making Progress?" Banker's Attitude

A young business man was making an application for a loan at a New York bank the other day. At this views all applicants.

The prospective borrower had been asked the usual round of questions, and apparently had answered them satisfactorily, when the president suddenly shot this query, "But above all, Mr. Jones, I want to know if you are making any progress. We have gladly taken your paper from time to time, and I must say you have always been punctilious in meeting the payments. But it is not the policy of this bank to loan money to borrowers, who use it

merely to get by. Our money is not serving you as it should unless it is enabling you to make progress. Are you getting ahead? Have you something definite to show for your work? The fact that you have supported your family, met your other obligations and still remained solvent is not sufficient."

To our notion that is an illuminating incident of a banker's attitude toward business. The old idea was that a banker profited by the misfortune of his clients. It was supposed that he was always anxious to seize collateral, to foreclose mortgages and to throw established businesses into the hands of receivers.

Of course that idea was silly. A bank, like any other business, can profit only as its customers profit. The law of mutual benefit runs all through commerce. The seller cannot make money unless he either lets the buyer make money or else enjoy its economic equivalent.

A borrower should not ask for a loan unless he is able to use the money to earn a profit over and above the cost of the loan. In a sense bank loans should be made only for capital purposes. They should not be used for liquidating expense accounts. That is what a bank must watch. If loans were used only to pay expenses, the capital of the country would be gradually dissipated.

By understanding the banker's attitude on this question of loans, we become better business men. We better see the banker's idea of advertising. Where advertising enables the manufacturer to make progress, to increase his capital account, it receives the banker's support.

Hit-or-miss advertising that has no definite objective and that never gets anywhere is rightly looked upon by the banker as an expense and therefore is not entitled to his support. Any constructive business effort, whether advertising or not, that occasionally registers concrete progress, will assuredly receive banking sustenance.

What Does Anne Mean?

In a recent issue of *The New Republic*, Anne Martin says some mean things about advertising and women's magazines. The author, after labeling her sex as "the unpaid drudges through the ages," proceeds to state that "millions of American women, although the vote is won, are still within the four walls of their houses—while doing twelve and fifteen hours a day at unpaid labor." The editors of women's magazines, she says, "chiefly male, are valiantly standing for the most daring doilies, the most revolutionary stitch in knitting, and the most risqué thing in custard pies," but dodging the task of raising women from their "inferior economic status." She says women's magazines are "brakes and parasites on the woman's movement." Of course, she brings in the advertising—suggesting that a certain magazine soft-pedaled the value of mother's milk for babies in its columns "perhaps because of the lucrative advertisements of prepared milk and baby foods the magazine was carrying."

Then the boss of another women's magazine is accused of warning the advertising manager that "our advertisers are afraid of getting women too progressive and spending less time on housework, thus cutting down their purchases of the things listed in our guaranteed advertising—so be careful."

Now, at the risk of being labeled old-fashioned and reactionary, we admit that we think Anne's charges are bunk. Passing over the fact that some of America's most progressive women have been editors of women's magazines, and that in a hasty glance at the advertising pages of two women's magazines we were unable to find so very many instances of "lucrative advertisements of prepared milk and baby foods," we must suggest that women are found at theatres and the movies, many times because advertised improvements in housekeeping have given them more leisure. We don't know just what Anne means by "inferior economic status." A

woman of our acquaintance who convinced her life partner that she should be paid a salary, was eager after a four months' trial of the plan, to go back to the joint bank account. Does the wise spending of 80 per cent of the pay envelope by good housekeepers indicate an "inferior economic status"?

But, says Anne, when will women protest against working electric stoves, carpet sweepers, washing machines, "all the wares of the advertisers," which she "asserts make the life of the housewife "more complicated and expensive of time, labor and money." Here again we are afraid Anne is off on the wrong foot.

Hasn't Delco, by doing the lighting, cleaning and other household chores, lightened the burdens of the farmer's wife and by dispensing with the daily cleaning of fourteen oil lamps, given her more time to rest, take recreation and meditate on her "economic status"?

Somebody has to do the dishwashing. In some homes the person happens to be a strong Ethiopian, or Hungarian, who receives a real and living wage for her work. But even then, the wife's job of overseeing the work, if she so fancies, is made easier. For three-minute dishwashers to save time, improved kitchen cabinets to save steps, fireless cookers to save trouble, and scores of other conveniences, made known by advertising, are in thousands of homes for the benefit of the well-paid hired girl—thus improving her economic status, too.

If the women of America are to have any children at all, they want them in good health. Does anyone seriously believe that the women's magazine that carries a full-page advertisement of Sun-kist orange juice for babies is by that fact prevented from mentioning editorially that tomato juice or stewed prunes are also beneficial? It is old stuff, Anne, this charge about domination by the advertising pages. Are not those few old-fashioned women who still enjoy making a cake or jelly,

or bread, helped at all by the advertisements, we wonder? Are not new kitchen sinks "a yardstick high" or new tested washing machines, both of which save backache, good things no matter whether the wife or the husband or the hired girl or the hired man uses them?

Whence comes this bitter attack on the women's magazines? What is the motive? Here is one which may serve. "I wrote," says Anne, "oh, such a mild and blameless little article last year, in which I urged women to work for the next step, equal economic opportunity. . . . It was rejected by every women's magazine—in New York and Boston."

But again, Anne, you mystify us. What in Sam Hill is equal economic opportunity? We had always thought it meant a chance to work.

When Farmers Ad- vertise to Farmers

We believe that the farmers' co-operative associations are missing a great bet when they fail to use a special type of advertising copy in the agricultural press. Many of these associations advertise in farm papers, just as they do in other mediums, but as a rule they employ their regular run of copy. Generally, it is good copy, but we think it would be more resultful if the copy were especially prepared for the audience being addressed.

What we have in mind is that these associations should make it clear to their farmer readers that the advertisers, themselves, are farmers. It would then be a case of one farmer asking another to buy his produce. A bond of sympathy would be at once established. The idea that it is a large corporation that is asking the farmer for his patronage would be eliminated.

The Sun-Maid Raisin Growers come about the nearest to what we mean. In that excellent advertising which the Sun-Maid folks have recently been running in agricultural papers, they gave the copy a strong farm bias. The

illustration usually depicted a farm scene and the copy explained the need of energizing food on the farm. Here is the start of a typical piece of copy:

"What farm boys want in food.

"There are several ways to keep boys satisfied to stay on the farm. One way is to give them flavory, energizing food.

"The automobile, moving pictures, the telephone, and now the radio—all make farm life more enjoyable to the boy.

"Add the foods he likes each day and you've made the attraction just about complete.

"But that food must be more than merely tasty. It must be energizing, too. For those who work hard must have the sapped energy replaced."

That is a splendid appeal, but we believe it would be stronger if it were made plain that it is farmers who are doing the talking. They know from experience the need for energizing food. Aside from their signature and the statement that their "membership is 13,000," the Raisin Growers do not make it clear that this fine piece of advertising is being paid for by farmers.

Copy such as we are suggesting would not have to be radically different from that now used. Five or six sentences toward the conclusion of the advertisement could briefly tell why the association is advertising and how it has helped to put their enterprise on a business basis. A paragraph of this sort would certainly be a great missionary for farm advertising and for the farm co-operative movement.

Hickok Company Will Advertise "Beltograms"

The Hickok Manufacturing Company, Rochester, N. Y., maker of "Hickok" belts and buckles, will advertise Hickok "Beltograms" in a national campaign preceding the Christmas holidays. H. R. McAdam, sales manager of the Hickok company, informs *PRINTERS' INK* that it has been successful in distributing "Beltograms" through haberdashers and department stores during the summer. This product is a watch chain that attaches a watch firmly to the belt when the watch is worn in the small right-hand trousers pocket.

Make Him Want Yours

The average boy has as many desires as there are things to want.

When he concentrates on any one thing he generally finds a way to get it.

He can be sold and sold hard when he is a boy.

If you will give him good and sufficient reasons why you sell just what he wants—the rest is easy.

Christmas gives him the greatest chance of the year to acquire the things he wants most. He knows it and will make the best of it.

Go after him now with your Christmas suggestions

Forms for the Christmas issue of **BOYS' LIFE** close on October 25th.

BOYS' LIFE
THE BOY SCOUTS' MAGAZINE

200 Fifth Avenue
New York, N. Y.

203 So. Dearborn Street
Chicago, Ill.

Publisher, Boy Scouts of America

MR. EXECUTIVE

Can I Increase Your Assets?

Ten years' practical experience as an executive producing magazines and books.

My experience has been gained in the handling of Accounting, Financial and Production Departments, holding down jobs ranging from Accountant to Comptroller and Treasurer.

Conservative buyer of paper, printing, engravings, electros and the many precious ingredients used in producing a marketable product.

Thorough knowledge of circulation methods in their many forms.

"Facts and Figures" I can intelligently analyze.

Single—thirty-one—Personality—Educated.

Write "Comptroller." Box 290, Printers' Ink.

EVENING HERALD

LEADS ALL LOS ANGELES DAILY NEWSPAPERS IN TOTAL PAID CIRCULATION.

Government statement for six months ended March 31, 1922

average **146,233** daily

Representatives:

H. W. Moloney	Chicago:
604 Times Bldg.	G. Logan Payne Co.
New York:	Suite 401, Tower Bldg.
	6 No. Michigan Ave.

Originating

UNUSUAL SALESLETTERS

The kind you'd enjoy getting yourself.

SITGREAVES ADVERTISING
327 Star Bldg., Washington, D. C.

Even Salesmen Are Susceptible

The sales manager of a Mid-Western insurance company decided for some reason that August 23 was an appropriate day for a special drive to secure applications. Three days before, he sent this letter to every one of his salesmen throughout the State. It was written on a specially gotten up three-color letterhead, and sent special delivery:

"The way things look now, it will certainly be a day of genuine opportunity, Friday, August 23.

"I am depending on you to make the most of it, and make it a real day, both for yourself and the company. I am expecting at least one application from you, and won't be at all disappointed if you send more.

"Don't fail me, as I am counting on you to help make that Friday a Red Letter Day in the sales history of this organization."

This letter apparently violates many rules of good letter writing. When one considers, though, the personal relation this manager had with each man, it is not at all surprising that the letter helped increase the business for that month 26 per cent.—From a bulletin of the Direct Mail Advertising Association, Inc.

Mid-West Newspaper Advertising Managers Meet

The sixth semi-annual meeting of the Mid-West Newspaper Advertising Managers Association was held in Omaha, Neb., September 17 and 18. Members from Texas, Oklahoma, Missouri, Iowa, Kansas and Nebraska were present.

Questions, particularly pertaining to newspaper advertising but also regarding other departments of newspaper activity, were discussed. Among the subjects which came up for consideration were rates, special pages, sections, features and editions, free newspapers and community circulars, rate differentials and radio activities.

H. A. Sprague of the St. Joseph, Mo., *News-Press*, president of the association, and W. B. Flowers of the Topeka, Kan., *Capital* were in charge of the meeting. The members were guests of L. R. Wilson of the Omaha *World-Herald*.

The next meeting will be held in January, 1923, probably in Kansas City, Mo.

New York Upholsterer Plans Trade-Paper Campaign

M. H. Rogers, New York, draperies and upholsteries, plans to advertise in drapery and upholstery trade papers. The account has been placed with John Thomas Miller, New York advertising agent.

Palmolive Has Another Trade-Marked Soap

The Palmolive Company, Milwaukee, Wis., has recently made application for registration of a new trade-mark. "Texolive," for a soap.



Your high-paid salesmen and their samples

Are your salesmen using up valuable time and energy on the annoying details of protecting their samples?

One North America Commercial Travelers' Policy will cover the samples of one salesman or of your entire force. Keep your salesmen's minds on the work of selling, and let us handle the details of insurance.

For full information, forward the attached memorandum to our Philadelphia office.

*Any insurance agent or broker
can get you a North America Policy.*

Insurance Company of North America PHILADELPHIA

"The Oldest American Fire and Marine Insurance Company"

Capital \$5,000,000 Founded 1792

MEMORANDUM (Mail at once)

INSURANCE COMPANY of NORTH AMERICA Dept. W-105

Third and Walnut Streets, Philadelphia, Pa.

Send full information regarding Commercial Travelers' Insurance

To _____

(Name)

Firm _____

Address _____



The Little Schoolmaster's Classroom

IS manufacturing and merchandising a proposition of deciding what people need and then forcing it upon them through high-powered selling methods? Or is it one of knowing what the people want and then telling them about it in a way that will make them seek to buy it?

The Schoolmaster, inclining to the latter view, has held forth frequently as to the advantages of fashioning the manufacturing and advertising programme with due regard for people's limitations—for what they want and can use rather than in accordance with somebody's idea of what they ought to have.

H. M. Wallis, president of the J. I. Case Plow Works Company, tells the Schoolmaster he pays much more attention to the dictum of an inexperienced farmer using a tractor than to the expert who makes the tractor. Mr. Wallis believes that manufacturing experts in general are inclined to pay too much attention to their own highly developed technical knowledge rather than to the customer's lack of it. Filled with pride of workmanship they have themselves, rather than the user, in mind.

* * *

H. G. Grosse, president of the American Ironing Machine Company, admits to the Schoolmaster that he had grown a bit complacent in the thought of what he knew about making ironing machines. He had personally superintended the construction of the first hundred machines his company put out—doing most of the work himself, in fact, after having collaborated on the invention. For six years Mr. Grosse's main object in life was to bring the Simplex ironer up to the highest possible standard. He and other experts in his employ studied for weeks and months at a time in an effort to add some little feature that would make the machine

easier and more convenient to operate and to add force to the company's claim that it conserves a woman's time and strength in a remarkable way.

One afternoon a school teacher walked into Mr. Grosse's office and announced she had an important suggestion that would add immensely to the Simplex's popularity among women.

"I have one of your smaller machines," she said. "Will you give me a larger one free if this suggestion proves of value?"

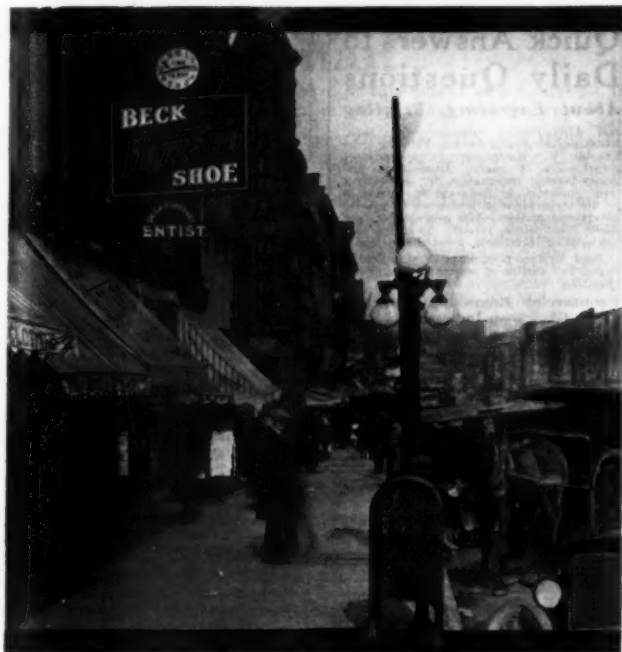
Mr. Grosse readily agreed. And then she told about a bench that her husband had built and fastened to the ironer. Sitting upon this, she found practically every element of work was removed from the ironing operation.

Needless to say the suggestion was gladly accepted and the school mistress got her new machine free. Today the bench is one of the most widely advertised features of the Simplex ironer. The machine is so constituted that a woman can sit and operate it even better than she can standing. But standing up to iron had been the system from time out of mind and so the experts in their eagerness overlooked the sitting down part.

* * *

Speaking of advertising, any member of the Class would have difficulty in persuading Mr. Grosse that a mere drop in the bucket in the national field is equivalent to practically nothing at all.

Six years after the company had got fairly well along in the manufacture of the hundred machines just spoken of, the need of advertising became apparent. To say the company was short of money at this time would be putting it mildly. But after some careful figuring it was decided that \$100 could be spent on the national campaign! An advertisement was placed in a national medium at a cost of exactly \$74.60.



A FLEXLUME SIGN of Standardized Design

MANY large retailing organizations have found in the raised, snow-white glass letters of Flexlume Electric Signs a means of giving uniformity to their store fronts and at the same time "hooking up" their advertising right to the place where the goods are sold—the trade name in raised, Flexlume characters does the trick.

Artistic designs combined with advertising thought, greater reading distance, lowest up-keep cost—these are among the Flexlume advantages.

Let us send you a sketch showing a Flexlume to meet your particular merchandising problem

FLEXLUME CORPORATION

32 Kail Street

Buffalo, N. Y.

Flexlume—Electric Signs Made Only By The Flexlume Corporation

Quick Answers to Daily Questions

About Engraving, Printing

and ALL related subjects. Our book, "Commercial Engraving and Printing," by Charles W. Hackleman, is a veritable encyclopedia of useful, time-saving and money-making information for advertising men, students—in fact, anyone interested in the preparation or production of printed advertising matter. 850 pages, more than 1500 illustrations, treating 35 allied subjects in a practical, non-technical way.

Send for free prospectus showing sample pages, full outline of contents and approval offer.

Commercial Engraving Pub. Co.
Dept. GU. Indianapolis, Ind.

House Magazines

To any company contemplating the use of a customers' house magazine, we will gladly send a copy of *The William Feather Magazine* and samples of publications we are now producing for our customers. An economical and effective service—in use fifteen years.

The William Feather Company
605 Caxton Building, Cleveland, Ohio



Pen drawings
two inches square
\$2.50

Send for a folder

RAYMOND H. LUFKIN
117 FEDERAL ST. BOSTON, MASS.

American Lumberman

Est. 1873 A. B. C. CHICAGO

With over 100 paid correspondents in the largest producing and marketing centers the American Lumberman effectively

COVERS LUMBER FIELD

To Publishers

A man thoroughly experienced in magazine advertising and with experience in newspaper advertising would like to represent a first-class publication in the East, assume the advertising management of an Eastern publication or will join the staff of a high-class New York concern. Present income \$6,000 a year. Ten years with last employer. Remarkable references. "S. R.," Box 298 P. I.

Returns have been coming in from the little single column advertisement all these years and from numerous parts of the globe. Last July an inquiry was received from New Zealand.

The right kind of advertising, it seems, can live a long time. Of this there can't be any doubt, no matter what difference of opinion there may be as to the way in which Mr. Grosse should have spent his \$74.60. It may even outlive a business.

* * *

The Schoolmaster is always greatly interested in the many devices used by advertisers to get their booklets read. He has found that one of the most effective of these, and yet one of the least used, is the marginal note. Time and again these little explanatory phrases or sentences, sprinkled along the margins of a good booklet, will heighten the interest of the casual observer and arouse the desire to read and study which is so sought after by the advertiser.

In a recent booklet, "The Goodrich Dealer," which is "published to emphasize the full meaning and timely significance of permanence in the relationship of the tire dealer and the B. F. Goodrich Rubber Company," the company has shown a real understanding of the value of marginal notes.

This booklet is in two colors, and the text is enclosed in colored rules, leaving a generous one and one-quarter-inch margin. The text itself deals, as the title-page promises, with the relationship between the Goodrich dealer and the company. It is a continuous argument for Goodrich service, showing just how this service makes sales for dealers, and why it is profitable to stock the Goodrich line.

Read some of the marginal notes:

"You can't unscramble permanence and good-will."

"More profit in fast nickels than slow dimes."

"The motorist may be fooled once, but—"

"Alibis, post-mortems not necessary."

Your Salesman

Will often accomplish more in three days at a Convention or Exhibition than in thirty days on the road!

YOUR salesman often travels more than 100 miles, and spends considerable money, to interview not more than two or three prospects in a certain community.

Why not send that same Salesman to a Trade or Industrial Convention or Exhibition where he can easily tell his story to *several hundred buyers*,—at an enormous saving of time and traveling expense?

There are hundreds of Trade and Industrial Conventions and Exhibitions every month, at which thousands of buyers of your product will assemble. You'll be overlooking an excellent opportunity to secure a good volume of business, if you fail to have a representative present at these events.

World Convention Dates

(A Monthly Bulletin of Sales Opportunities)

will keep you posted as to when and where all International, National and State Conventions and Exhibitions are to be held; give you name and address of Secretary, and attendance for each event. From this record you can easily select the events which your Salesmen should attend.

(Description leaflet upon request)

HENDRICKSON PUBLISHING COMPANY, Inc.
1402 Broadway, New York City

Population 66,138 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

Brockton Daily Enterprise

Printing 21,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

MONTREAL

SALES MANAGER ADVERTISING DIRECTOR

Exceptionally wide experience in directing salesmen, sales efforts and advertising. Capable organizer and systematizer. Records of successes will convince. Limitations in present connection having been reached, am looking for broader field where my specialized knowledge and sound judgment will bring greater profit to all concerned. Address "K. J.," Box 295, care of Printers' Ink.

A PLAN to Spend \$200,000 Wanted

Nationally known Auto Accessory Manufacturer has new products of proved merit but presenting number of Sales Problems. Will submit complete details to any responsible agency and turn over account to the one presenting most feasible plan.

Address "P. N.," Box 297, Printers' Ink

Should the Artist Write Ads?

Shall the "copy-writer" be dictator?

Is art work necessary,
or just excess baggage?

An intelligent analysis by
"The Most Discussed Man In Advertising"

is made in a twenty-
page booklet entitled:

"The Cartoonist In Advertising"

If you are an honest seeker
after truth, the only cost is
a letter and stamp mailed to

THE PRINTING ART
Cambridge, Mass.

"An unending stream of helpful ideas."

Each note either offers the dealer something he is looking for, or is so worded that it titillates his interest. They have the breeziness of a good salesman's sales talk, and while they don't attempt to tell the whole story, they are bright, embracing and sparkling.

The marginal note is not a new device—but the Goodrich company has shown, as have a few other wise advertisers, that its sole use is not on the margins of school histories. It can make sales—if it is given a chance.

* * *

Driving out with his family recently, the Schoolmaster ran across a selling idea which he feels he must pass on to the Class because it may offer interesting possibilities for adaptation to other lines of business.

It was at a gasoline filling station along the boulevard. At one side was a wire mesh cage in which three mischievous cub bears tumbled and played and climbed. Close by was an auxiliary cabin where soft drinks and refreshments were on sale. A sign prominently displayed read: "Feed the bears only soft drinks and ice-cream cones."

Half a dozen different people were obeying the injunction of the sign—grown-ups and children, too!

* * *

One of the favorite bromidions of the stricken property owner, as he stares at the smoking ruins the morning after the fire, is "Somebody must have been careless with a cigarette." And as a published cause of forest fires cigarettes and cigars have taken their place in the front rank with the well-known "spark from a passing engine" and the "careless campers."

The Schoolmaster has always felt that each time a fire is blamed

"GIBBONS Knows CANADA"
TORONTO MONTREAL WINNIPEG

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to a careless smoker another link is forged in the chain of prejudice against smoking which the tobacco manufacturer has spent a great deal of money in advertising to counteract. And so he was interested the other day when he bought a package of cigarettes to find on the flap this little message: "Be sure to extinguish match, cigar or cigarette before throwing away."

Upon investigation he finds that the American Tobacco Company is printing this message on cigarette packages wherever possible, and that a number of Canadian tobacco companies have for some time been printing a similar warning to campers.

It took a lot of constructive advertising to put over the idea that a cigarette is as much a man's smoke as a pipe or a cigar. And it is going to take a lot more work to counteract the prejudice against smokers as the people behind disastrous fires. The tobacco companies have taken the first step wisely in going to the smokers themselves. Not only is this good advertising, it is also constructive business policy.

The Stack Advertising Agency, Chicago, has secured the account of Eline's, Inc., Milwaukee manufacturer of candies and food products. This company is a newcomer in the confectionery field. A large-space newspaper campaign for the company's milk and nut chocolate products has begun in Milwaukee.

Free Advertising Space



Here's a booklet telling how to secure preferred advertising display—without a cent of cost for the space. It is a method used successfully by insurance companies, banks and other business firms.

Write today for "Advertising You Can't Buy." It tells by analytical comparison the story of Sullivan Daily Calendars.

The Sullivan Printing Works Co.

1075 Gilbert Ave., Cincinnati, Ohio

Small Agencies Attention!

Young executive (27) associated with large agency, seeks position with recognized small agency where he can work closely with principals and eventually earn interest in firm. Can formulate plans, write convincing copy, draw layouts; understands every phase of production. Handled national accounts. Capable of earning \$6,000. Write "M. L." Box 296, care of Printers' Ink.

SUPER-COPY

AUTHOR - COPYRIGHT

Box 186, Mad. Sq. Sta., N. Y. City

For Advertising and Sales Managers

Reduce Your Selling Costs

by using Direct-Mail—letters, folders, booklets, house magazines—to get orders or make it easy for salesmen to get them. **POSTAGE BUSINESS MAGAZINE** is the monthly magazine of Direct Mail Advertising and Selling. \$2.00 a year. Current number, 50c; or \$1.00 for 6 months' trial subscription.

POSTAGE

18 East 18th St., New York

Increase Your Advertising Returns

NATIONAL ADVERTISING MAGAZINE tells how to spend advertising money to the best advantage in newspapers, magazines, farm and trade papers. Analyzes media. Criticizes advertisements. Monthly. One year, \$3.00; Six months, \$2.00. Current number, 50c; or \$1.00 for 3 months' trial subscription.

NATIONAL ADVERTISING

18 East 18th St., New York

The "CLASSIFIED" Clearing House

NEW YORK · ARKENBERG SPECIAL AGENCY · CHICAGO
REPRESENTING 500 NEWSPAPERS · WRITE FOR BOOKLET

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

On Account of going to Europe will turn over sales agency and sell on consignment stock of office printing presses. Address Box 983, care of Printers' Ink.

WANTED

MAIL-ORDER MERCHANDISE

Articles for the home or farm, preferably with literature prepared for advertiser's imprint. Box 424, Conneaut, Ohio.

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
CONNER, FENDLER & CO.
New York City

Bookbinder and Ruler or Linotyper, 600 feet or more to rent with printer, will give part trade in exchange for rent. Low rent, good proposition. Apply New York Letter Service System, 1780 Broadway, 5th Floor, Phone Circle 4568.

Long Established High Grade Printing Plant, one hour from Penn. Station, is in a position to offer exceptionally favorable rates for regular monthly runs. Auto deliveries, close co-operation. Glen Cove Press, Inc., Glen Cove, Long Island, N. Y. Tel. 498.

HELP WANTED

Wanted—Compiler and editor of price and data book information for large electrical manufacturer. Familiarity with printing and electrical products desirable. Box 962, Printers' Ink.

ADVERTISING SOLICITOR

on live weekly paper; must be a hustler. Good pay and permanent position to right man. Home Talk, 4622 3rd Avenue, Brooklyn.

Wanted in New York
Copy man familiar with foundry and machine practice. Modest start with opportunity to grow. Write fully of qualifications and expectations. Confidence assured. Box 957, Printers' Ink.

COPY MAN WANTED

A moderate sized, well-financed agency in the Southwest needs a high-grade experienced copy writer.

The successful applicant will be given an interest in the business after he has proven himself. No beginners need to apply. Write fully, sending specimens of your work. Box 968, Printers' Ink.

Wanted—Compiler and editor of catalogs for large electrical manufacturer. Knowledge of English and printing and familiarity with electrical products desirable. Address Box 961, P. I.

CIRCULATION MANAGER

on live weekly paper; must have original ideas; good salary and permanent position to right man. Home Talk Publishing, 4622 3rd Avenue, Brooklyn.

Advertising solicitors wanted in Los Angeles, Kansas City, St. Louis, Chicago and New England on a straight commission basis for official automotive organ of California with good circulation. Write full details to Box 950, P. I.

Wanted—A live advertising representative in the larger cities of the United States to secure advertising for a monthly publication devoted to automotive interests. State advertising experience, publications you have represented and give full information in first letter. General Used Car Bureau, General Motors Building, Detroit, Mich.

The Sweeney Lithograph Company, Belleville, New Jersey, desires to add two experienced salesmen to its New York City force. Strictly modern equipment consisting of automatically fed and hand fed presses and complete photographic equipment. Will consider only high-class, experienced men of demonstrated high earning capacity. Liberal compensation either salary or commission or both. Reply by letter only. All communications strictly confidential.

SUPERVISOR OF CORRESPONDENTS

A Chicago corporation doing a business of national scope largely by mail, wants a supervisor of correspondents. He must be experienced in modern business correspondence and practice, old enough to have developed managerial qualifications, young enough to have best years ahead of him. He must have good judgment, be resourceful, tactful, able to influence, manage and command the respect of the men under him. We want a man who is well educated, a thinker, with imagination—a man with sufficient "sales sense" to write and train others to write result-producing letters, letters, for example, that will collect money without destroying good-will—a man of constructive executive abilities. To such a man the position we offer will be as important as he is able to make it. Write fully and in confidence, giving age, education, and business history chronologically. Box 952, Printers' Ink.

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WANTED—An unusually able copy writer who can produce finished copy on technical and general accounts. Agency experience desirable. A real opportunity for growth. State experience fully, and salary expected. Address Box 965, Printers' Ink.

Aggressive District Managers and salesmen are lining up with this most unique sales plan. It makes you your own manager and provides you with yearly earnings up to \$25,000. Fascinating work where you set your own limit. It's film advertising service, screening in local theatres. Drop a postal for an interesting story too long to tell here. Territory rapidly filling. Alexander Film Co., 1153 Main Avenue, Spokane, Wash.

Middle Western Manufacturer of Electrical and Hardware Specialties needs a young man, preferably with some copy experience, to serve as assistant advertising manager. Should also understand operation and care of multigraphing and addressing appliances in order to comprehensively manage this department. Pleasant location in town of 50,000 but small salary and much hard work must be expected. However, the man who gets and holds this position has his future assured. Box 963, Printers' Ink.

Unusual Opportunity

for a live wire experienced in publication field, who can buy part or one-half interest in established periodical without competition. Our magazine has a real field and a real objective. If you desire to live and work in the fairest section of America, "The Heart of the Blue Ridge in the Land of the Sky," this is your opportunity to get in on the ground floor. Address

DIVERSION
Asheville, N. C.

AN UNUSUAL OPPORTUNITY

for an experienced, versatile

ADVERTISING MAN

to get in position for himself without investment and with guaranteed earnings of better than \$3,600 for the first year.

In a live, pleasant Wisconsin city of over 20,000 there are four successful, growing concerns—a department store, a furniture store, a building-material merchant and a wholesale grocer—who need the services of a high-class advertising man. Neither one is large enough to afford the exclusive services of the type of man wanted, but jointly they can make a most attractive proposition to the right man.

A man with ideas, initiative and untiring energy, who knows merchandising and can plan and write retail copy and who has had experience in the copy department of a first-class agency, will find this a splendid chance to establish an advertising service that in time will pay a handsome income. Write fully, giving experience in detail, references, age, etc. Box 973, Printers' Ink.

WE CONNECT THE WIRES

NEWSPAPER ADVERTISING Solicitors and copy writers wanted for positions now open in leading cities. Opportunities are offered in both display and classified departments. Salaries named are adequate to interest young men who have been over the top in strenuous campaigns. If you have the goods, sell your services in first letter. Registration is free.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

WANTED—An expert art and layout man for a high-class house-organ to complement work of news and administrative editors. Part time position on salary. Published samples of work, preferably house-organ or magazine, must accompany application. Box 945, care of Printers' Ink.

ASSISTANT EDITOR—A competent man wanted as assistant editor of long-established monthly automobile publication. Must have some editorial experience and also some practical technical knowledge of the mechanical construction and operation of motor cars. State salary expected and experience. Position permanent. Address Mechanical Editor, P. O. Box 654, City Hall Station, New York City.

The Sweeney Lithograph Co., Belleville, N. J., has an opening in its organization for a capable young woman who is familiar with the operations of a lithographic plant to assist in estimating jobs, laying out work and keeping of cost records. The position will require hard work and will pay a good salary to the person who can demonstrate her ability to handle the work. Please write for an appointment. Box 954, Printers' Ink.

MISCELLANEOUS

25 Reasons for Owning Your Own Home—Full, unusual advertising copy sold with exclusive rights. Sitgreaves-Advertising, 327 Star Building, Washington, D. C.

Executive size stationery printed with name and address on paper and on envelope flap. 150 sheets and 150 envelopes \$2.15. 24-lb. Bond paper 7 1/2 x 10 1/2 in. Shipped parcel-post prepaid. Send remittance with order. Also note-size paper, double sheet, same price. Mayflower Stationery Company, 620 Atlantic Ave., Boston, Mass.

Direct-Mail Advertising

Planned and prepared for advertisers who want written salesmanship of the distinctly order-getting type. Request evidence. Strader, Sales Promotion Service, 505 Fifth Avenue, New York City. Phone: Murray Hill 7513.

FOR SALE—No. 2 Poco Proof Press, with stand. Practically same as new. Picard & Co., Inc., 16 West 46th Street, New York.

PUBLISHERS—ATTENTION

We furnish Mss. on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub. Dept. 170, Hannibal, Missouri.

POSITIONS WANTED

College trained man, 25, unusually well read, fully capable of writing to the point as well as interestingly, desires position as ad writer with good future. Box 974, Printers' Ink.

Wanted—Experienced Advertising Man wants position, in the East preferred. Have worked as advertising manager on daily; references. C. R. S., Box 41, R. F. D. 1, Hampton, Va.

AGENCY EXECUTIVE—Young married man experienced in agency office and business management, collections, systems, accounting, etc., desires responsible connection. Box 971, P. I.

I am a woman and I write "she" stuff. Have you a place for me in your advertising office? Box 948, Printers' Ink.

THE MESSENGER TO GARCIA

Crackling Copy that connects. Commercial, Motion Picture, Fraternal—Executive experience. Imaginative, energetic, aggressive. Employed. Box 951, P. I.

SOUTHERN REPRESENTATIVE—Thoroughly experienced salesman of space, service and features, seeks connection with agency or manufacturer. Familiar entire South. Exceptional references. Address E. M. Lane, College Park, Tallahassee, Florida.

HOUSE ORGAN

WANTED—a house organ to edit in spare time. Small fee. Capable. Now associate editor with large trade paper organization. Writing, reporting, editing, circulation and sales promotion experience. Box 979, Printers' Ink.

ADVERTISING SPACE BUYER PRODUCTION MANAGER OFFICE MANAGER

seeks connection in either or all of the above capacities. Ten years' agency and publishing experience. Well known among publishers and representatives. Highest credentials. Box 967, Printers' Ink.

Sales Executive

with successful record, both personal and executive, desires connection with marketer where results mean success. Am., age 37, married. Will locate anywhere in U. S. Available Nov. 1st. Box 960, Printers' Ink.

Young Man, 24, New York University graduate. Copy, production and merchandising ability. Desires agency connection or assistant to advertising manager. "A glutton for work." Box 975, Printers' Ink.

ADVERTISING AND SALES PROMOTION EXECUTIVE—Experienced manager, salesman, copy writer and service man. House-organ editor and special correspondent. Exceptional references. Box 978, Printers' Ink.

Writer of dynamic, merchandising copy, whose layout ideas equal his text, wants agency connection. Freelanced 5 years; now 3 years with automotive magazine publisher. Will go anywhere. Box 969, Printers' Ink.

Production Man—Three years' experience, buying photography, retouching engraving, electrotyping and printing for large national advertiser. Young, hard working, intelligent. Box 976, Printers' Ink.

ADVERTISING MANAGER

32, experienced in hardware and auto accessories. Middle West location preferred. Experience in sales management, copy writing, and all details of printing. Best of references. Box 959, P. I.

BOSTON or NEW ENGLAND REPRESENTATION wanted by Advertising Salesman with successful record; 8 years on trade and national magazines, the past 4 years selling Advertising Novelties in celluloid, metal and leather. Box 964, Printers' Ink.

Young man, copy writer and salesman, desires permanent connection with manufacturer or agency. Has had entire supervision of all industrial advertising of national manufacturer for 3 years; knows copy, layout work, art, engraving, printing and appropriations thoroughly. Has written and created ads for over 300 trade publications. Box 972, P. I.

I'll Help Build Up a Small Agency

Agency-trained copy and contact man, 28; record of successful results for retailers and manufacturers of furniture, clothing and automobile accessories. Writes direct-mail copy that really sells. Experienced layouts, printing, art work, engraving. Address Box 955, Printers' Ink.

EXECUTIVE ACCOUNTANT

Capable, conscientious and dependable man seeks position. Has had five years of general bookkeeping. Eight years office manager and secretary of mercantile company as executive accountant and handled credits and collections. One year general accountant of printing company and there installed system of cost accounting. Five years with large corporation in following capacity—three years charge of accounting; one year manager consolidated Accounts Receivable and Payable Dept.; one year Auditor of Disbursements and in charge of centralized Accounts Payable Dept. Box 970, P. I.

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PUBLISHERS' REPRESENTATIVE

Advertising salesman would like to represent trade paper on commission basis in Eastern territory. Experience in textile and apparel field, also as account executive, advertising agency. Box 980, Printers' Ink.

Well Educated Young Woman with seven years' business experience is seeking opportunity to work with advertising or publishing executive from whom she can learn. Capable, satisfactory secretary, practised correspondent, expert stenographer. Box 953, P. I.

Advertising Manager, middle 30's, college, experienced in sales, up on every angle of D. M. advertising, employed, wants to connect with firm in Northern or Middle West needing a combined sales and advertising man. City of 50,000 or under preferred. Ad Box 949, P. I.

Assistant Advertising Manager

I have had several years advertising experience and am competent to both offer and listen to suggestions. I know type faces, make layouts and write copy which sells goods. My record tells the story. Address Box 982, care of Printers' Ink.

YOU AND I

Should get together. I'll make you a splendid assistant. Bound to do things, expand, prove worthy. Can plan, make unusual layouts, write copy and buy printing. Like Direct Mail Advertising best. Have excellent knowledge of photography. Now Commercial Art Student. Am 24. Have considerable experience. Will you write Box 977, Printers' Ink?

Industrial Economist, practising in New York, desires association where his demonstrated ability to determine the technical and commercial soundness of existing and prospective enterprises may have full scope. Broad experience in business surveys, policy analysis, management, operation and accounting. Connection must be worth \$10,000 annually with unlimited opportunities. Box 981, Printers' Ink.

ADVERTISING ASSISTANT

Young man, college graduate, four years as detail production manager of large printing and publishing house, expert knowledge of type faces, layout, engravings, paper, printing processes, etc., fair copy writer, wants position in advertising field. Moderate salary to start. Box 958, P. I.

Young Man, four strenuous years of journalism and editorial work behind him, able to pull down eighty dollars a week, wishes position as Managing Editor, or active manager, of small weekly magazine. Will not consider less than \$50 a week, and 10 per cent commission on increase of business. Will take over entire control, if wished, and make success both editorially and financially of the most run-down paper. Might also consider serving small-town or country newspaper. What offers? G. R. S., Box 956, Printers' Ink.

WE CONNECT THE WIRES

FOOD SALES DIRECTOR, ten years with nationally advertised product, wants new connection. Has drilled an army for advertising, selling, distributing and displaying that has won the fight. One word, the name of this product, would identify the man. Age 45, college trained, physically fit, magnetic personality, a human dynamo. Prefers Eastern city; expects \$5,000 or more. No. 3719-H.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

FREE-LANCE ARTIST WOULD LIKE WORK IN PENCIL, PEN AND INK, OR WASH. BOX 946, CARE PRINTERS' INK.

Association Secretary—Experienced association executive secretary and manager wishes change. Ability covers necessary tact, diplomacy, diversified experience, descriptive vocabulary and adjustable temperament. Trade organization work of a promotional character preferred. Box 984, Printers' Ink.

SPORTING EDITOR—Nationally-known writer on sporting topics who gets results for Editors and Publishers. A worker and stayer—2 to 3 years each job. Boston, St. Louis, Cincinnati, Los Angeles, etc., etc. Old athlete who knows sporting values. Also knows how to develop and hold reader interest. Writer of class and character who has real record of accomplishment. Address Box 966, Printers' Ink.

Demonstrated Ability—

Founded on—inherent honesty, sincerity, initiative, willingness; and a University training that includes ten special courses in advertising.

A brief outline of your opening will bring complete history of one fully capable of filling responsible position.

Age 27. Now employed. Highest references. Address Box 947, care of Printers' Ink.

Printing salesman of proven ability will consider position as salesman. Consistent successful record in the conception and development of all details of creative advertising and other printed matter, possessing a thorough knowledge of the possibilities and the best practice of art and engravings. Am looking for a concern where my extensive experience and ability will be adequately recompensed. Address "Salesman," Room 1303, 160 Broadway, New York City.

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Outdoor Advertising

NATION-WIDE

**110,000,000
CIRCULATION**

**FIVE HUNDRED AND
SIXTEEN NATIONAL
ADVERTISERS—CLIENTS
OF THOS. CUSACK CO.
DURING EIGHT MONTHS
OF 1922**

Thos. Cusack Co.

CHICAGO

HARRISON
LOOMIS &
CONGRESS STS.

NEW YORK

BROADWAY
FIFTH AVE.
AT 25TH ST.

BRANCHES IN 45 CITIES OPERATING IN OR
REPRESENTING OVER 8,500 CITIES AND TOWNS



The high-speed shutters of the mind—

flicker all day long on the three ring circus of all the forms of advertising . . . and record comparatively little upon the slow plates of the mind. Cut down the field of vision, the number of things to see, the impressions—and the memory has more chance! With less to see, more is remembered. And your advertising must be *seen and remembered*, to do its job.

IT is easier to see and remember what goes on in a one ring circus, or a tabloid page of The News. This small page (1000 agate lines, 200 on 5 columns) holds only two-fifths as much to see, increases the advertisement's chance of being seen and remembered. And carries the advertisement to the largest morning circulation in America, more than 500,000 copies daily—to one of three buyers of morning newspapers in New York City.



THE SMALL PAGE and LARGE CIRCULATION of The News makes possible more effective, less expensive advertising in New York. Get the details!

THE NEWS

New York's Picture Newspaper

25 Park Place, New York Tribune Building, Chicago